

No.  
164  
Jan.  
'74

35230

# MAD

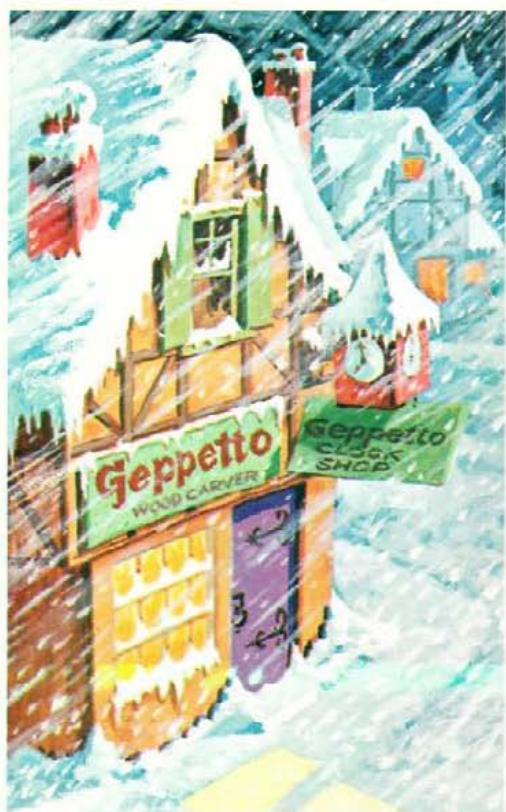
OUR PRICE  
**40¢**  
CHEAP



IN THIS ISSUE  
WE TEAR APART  
"PAPER  
MOON"

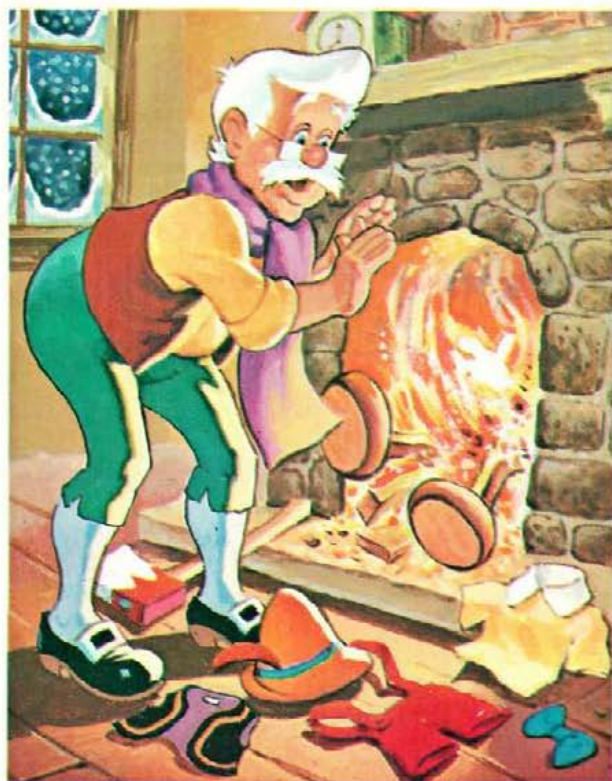


# Scenes We'd Like To See



ARTIST: JACK RICKARD

WRITER: DON EDWING





# MAD

"Before arguing with your Boss, it may be well to look at both sides: His side...and the Outside!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *law suits*

GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON,  
CURTIS ANDERSON, DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

## DEPARTMENTS

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of The Holiday Season.....20

### CHOP SHITICK DEPARTMENT

"Kung Fool" (A MAD TV Satire).....4

### DON MARTIN DEPARTMENT

"Yecch" Or "What A Waste!" (A New-Wave Horror Film)...27

### HOLIDAY JEER DEPARTMENT

MAD's 1973 Christmas Poem .....34

### HOUSE DRESSING DEPARTMENT

A Modern Fairy Tale.....11

### JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy.....33

### LAND OF THE FREEBIE DEPARTMENT

If All Businesses Used Sales Promotion Gimmicks.....14

### LETTER OPENERS DEPARTMENT

What's In A Name? (Part II—Institutions).....38

### LETTERS DEPARTMENT

Random Samplings Of Reader Mail.....2

### MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragonés.....\*\*

### ON-THE-JOB STRAINING

New Names For Old Occupations.....12

### ROAM, SWEET HOME DEPARTMENT

Customized Mobile Homes.....18

### RYAN'S DAUGHTER DEPARTMENT

"Caper Goon" (A MAD Movie Satire).....40

### THE BEST SPLAYED PLANS...DEPARTMENT

An Architectural Triumph.....25

### WISE GUIDE DEPARTMENT

MAD Rattlers.....36

\*\*Various Places Around The Magazine

MAD—Jan. 1964, Volume 1, No. 164. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 19 issues \$7.00. Outside U.S.A., 19 issues \$8.75. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1973 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

"KUNG  
FOOL"  
(A TV  
SATIRE)  
Pg. 4



GRAND OPENING SALE

PERVILY BIDE  
TOMBSTONE G.  
MONUMENTS

A HISTORY  
OF THE  
CITY

HERE LIES  
TO WHOM  
IT MAY

IF ALL  
BUSINESSES  
USED SALES  
GIMMICKS  
Pg. 14

"YECCH"  
(A NEW-WAVE  
HORROR  
FILM)  
Pg. 27



MAD'S  
1973  
CHRISTMAS  
POEM  
Pg. 34

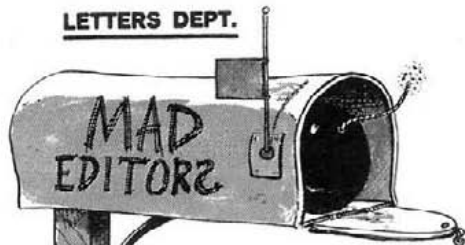


SHAKE 'EM  
UP WITH  
"MAD  
RATTLERS"  
Pg. 36



"CAPER  
GOON"  
(A MOVIE  
SATIRE)  
Pg. 40





## THE HEARTBURN KID

Congratulations to Mort Drucker and Larry Siegel for "The Heartburn Kid." And pass the Roloids!

Mike Duszynski  
Toledo, Ohio

I must admit that I was slightly disappointed by your "The Heartburn Kid." Though witty and consistently amusing, I was alarmed at the awful job Mort Drucker did on the divinely sensual actress, Cybill Shepherd. I guess it just proves what I've been saying for years: Perfect beauty is inimitable, even when handled by some of the greatest cartoonists.

Milan Paurich  
Youngstown, Ohio

Larry Siegel's ending to "The Heartburn Kid" earns it a Family Rating!

Hames Ware  
Pine Bluff, Ark.

"The Heartburn Kid" lit my fire!

Thomas Russo  
Mt. Kisco, N.Y.

## LIGHTER SIDE OF CRIME IN THE STREETS

Dave Berg did a great job on "Crime In The Streets." I spend so much money on MAD that I don't have anything worth stealing.

Mary Busby  
Cinnaminson, N.J.

I didn't take any chances while reading Dave Berg's article. I read it in the store. How about a follow-up article on being criminally ejected by a magazine store owner?

Mark Kersey  
Venice, Calif.

I pay tribute to Dave Berg for this and all his past and future "Lighter Sides"! Jane Yeomans  
Fr. Myers, Fla.

The biggest crime of all is the fact that someone so clever and talented as Dave Berg writes for your crummy magazine.

Michael Ratner  
Brooklyn, N.Y.

I was really looking forward to reading Dave Berg's "The Lighter Side of Crime In The Streets." But, before I could get home with it, the magazine was stolen!

Mary Hale  
Long Lake, Minn.

## MINGO'S SAND CASTLE COVER

Norman Mingo's Alfred and his sand castle cover is as wistful as waning summer and will give me a warm feeling all winter. Lovely, Norman!

Carol Carter  
Los Angeles, Calif.

The cover of your October issue was startlingly prophetic. Everyone on the beach looked at their watches, picked up their blankets, and moved back near the boardwalk. I sat there reading my MAD, and the next wave soaked my shoes, blanket, and watch. Everyone applauded as I came running in, holding my issue of MAD high and dry.

Dr. Norman Dean  
Fallston, Md.

## IN MEMORY OF FREEDOM OF THE PRESS

I am enclosing the back cover of your most recent edition, "If It Were Up To The Nixon Gang..." I am thoroughly disgusted and appalled at your lack of integrity and judgement in publishing such a page in a magazine for young people. I have three fine sons who love to read MAD, and so do I, because the satire is usually in good taste and not damaging to their minds. We love our country and respect the office of the President of the United States. Although we do not always agree with everything he might say or do, Mr. Nixon is our President. How can you see any fairness or teaching of young minds to respect their elected men in office, their country, and law and order when you publicly display such a cover? You might think it, but to publish it in a youth magazine seems poor taste, and a flagrant violation of regard for the training, parents who do care are trying to instill in their young. Humorous satire is good, it keeps each individual on their toes and lets us see ourselves as others see us, but disrespect is quite another thing. This page shows nothing but sad disrespect for our office of the President.

Mrs. William R. Hamilton  
Greeneville, Tenn.

Your last two back cover mini-posters were really political beauties and... "If It Were Up To The Nixon Gang..."

IN  
MEMORY  
OF  
MAD  
MAGAZINE  
BORN 1952  
DIED 1973

Larry De Pietropaolo  
Rogersford, Pa.

## BAWDE

Maude'll getcha for that great satire!  
Phil Korpi  
Kelso, Wash.

Right on, Tom Koch and Angelo Torres!

Bob Schiller  
Story Editor  
"Maude"  
Hollywood, Calif.

God will get you for that, Tom Koch and Angelo Torres!

John Holden  
Chicago, Ill.

## YOU KNOW IT'S REALLY SUMMER

"You Know It's Really Summer When..." you start getting Winter issues of MAD!

Tom Hetherington  
Phoenix, Ariz.

## OLD STANDARDS REWRITTEN

By basing your article "Old Standards Rewritten For The Liberated Woman" on old, unfunny jokes and stereotypes of the Liberation Movement, you're showing how little you know about the Movement.

Hallie Cantor  
Los Angeles, Calif.

Although I am a firm believer in feminist ideologies, I still found your misrepresentation of the feminist movement very amusing, even humorous.

Karen Kelly Taniel  
Stockton, Calif.

## SUMMER CAMP OWNER OF THE YEAR

"MAD's Summer Camp Owner Of The Year" by Larry Siegel and Paul Coker described the Camp at which I was counselor, a year ago. They must have been there, too, to depict it so perfectly. Our camp nurse gave out Milk of Magnesia, no matter what the complaint and there were rattlesnakes found on the lump known as the baseball field.

Carla Parness  
Northridge, Calif.

As a real MADman for seven years, I've never gotten a chance to write. But Larry Siegel and Paul Coker really hit it on the head with their camp article. I had a similar experience with a nut just like Sidney Goldstar last summer and as a result went home after three days. We're still trying to get our \$1200.00 back.

Jonathan Cohen  
Newton, Mass.

Ever notice how many school principals own or operate summer camps? Maybe that's why the mashed potatoes taste like library paste.

Irma Zwan  
Honolulu, Hawaii

Please Address All Correspondence To:  
MAD, Dept. 164, 485 MADison Avenue  
New York, New York 10022



# HAUNTED BY THE GHOST OF CHRISTMAS PRESENTS?



## LIFT YOUR SPIRITS BY GIVING... GIFT SUBSCRIPTIONS TO MAD

... and we'll send cheery "Christmas Gift Announcements" telling the lucky recipients who the Dickens to blame!

----- use one or more coupons or duplicates -----

**MAD**

485 MADison Avenue  
New York, N. Y. 10022

I enclose \$7.00\* Please send a  
19 Issue GIFT SUBSCRIPTION to:

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP-CODE \_\_\_\_\_  
An Absolute Must!

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

\* In Canada, \$7.00 in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, \$8.75, payable by International Money Order or Check drawn on a U.S.A. Bank. Please allow 10 weeks for your subscription to be processed. We cannot be responsible for any cash lost or stolen in the mails, so . . . CHECK OR MONEY ORDER PREFERRED!

**MAD**

485 MADison Avenue  
New York, N. Y. 10022

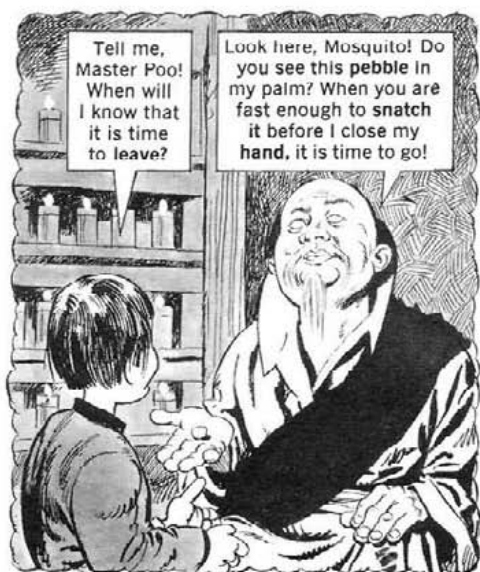
I enclose \$7.00\* Please send a  
19 Issue GIFT SUBSCRIPTION to:

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP-CODE \_\_\_\_\_  
An Absolute Must!

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

\* In Canada, \$7.00 in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, \$8.75, payable by International Money Order or Check drawn on a U.S.A. Bank. Please allow 10 weeks for your subscription to be processed. We cannot be responsible for any cash lost or stolen in the mails, so . . . CHECK OR MONEY ORDER PREFERRED!

THERE'S A VERY STRANGE SHOW ON TELEVISION THIS SEASON, AND IT BEGINS LIKE THIS...





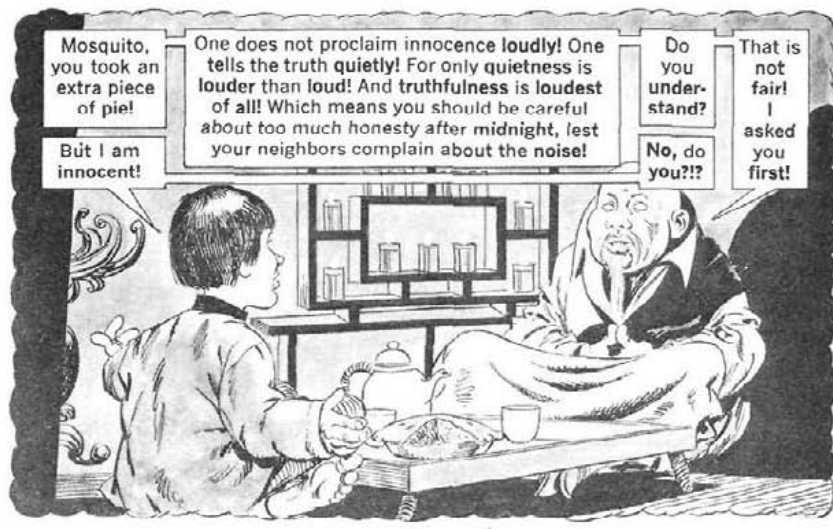
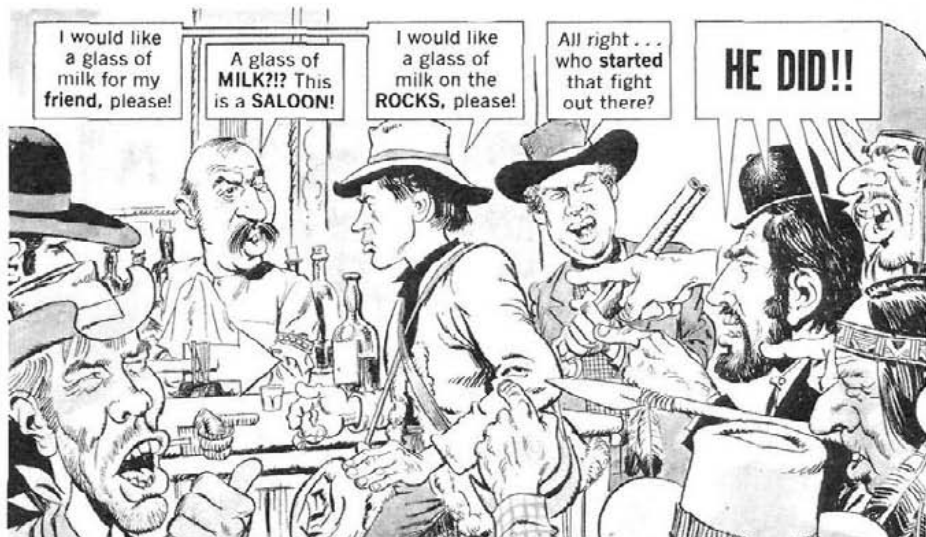
THE REASON THIS  
SHOW IS STRANGE  
IS BECAUSE THE  
LEADING CHARACTER  
DOES NOT BELIEVE  
IN KILLING ANY  
LIVING THING. HE  
BELIEVES IN TRUST  
AND THE ULTIMATE  
GOOD OF MANKIND.  
HE OFTEN SPEAKS  
IN PARABLES FROM  
WHICH WE LEARN.  
AND HE PREACHES  
NON-VIOLENCE!  
IF THAT'S NOT A  
STRANGE CONCEPT  
FOR TELEVISION,  
YOU HAVEN'T SEEN  
THE OTHER SHOWS  
COMPETING WITH—

CHOP SHITICK DEPT.

# KUNG FOOL

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO





Does that parable mean that truth is its own just desserts?

Yes! And speaking of just desserts ... where is that piece of pie you stole?



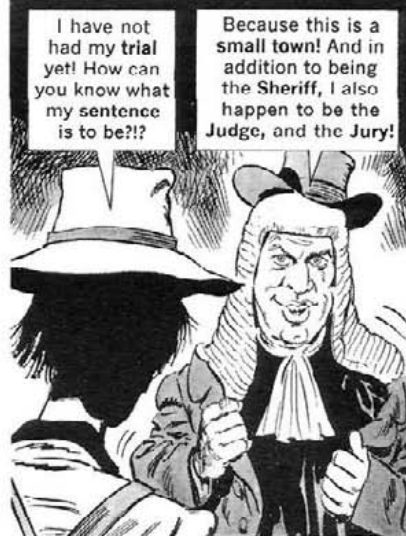
Are you coming, Mister?

But I did not steal a piece of pie!

Pie...? Who said anything about pie?

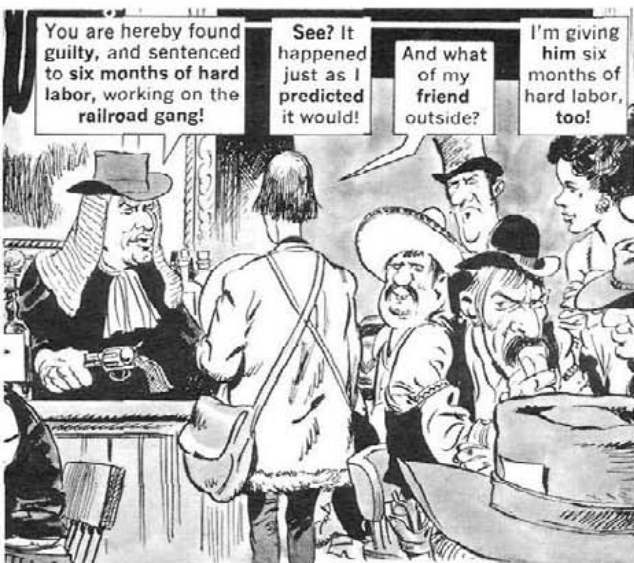
Pay no heed! It would be too hard to explain! Uh... what is going to happen to me now?

You'll get a fair trial... and then you'll be sentenced to six months at hard labor, working on the railroad gang!



I have not had my trial yet! How can you know what my sentence is to be!!?

Because this is a small town! And in addition to being the Sheriff, I also happen to be the Judge, and the Jury!



You are hereby found guilty, and sentenced to six months of hard labor, working on the railroad gang!

See? It happened just as I predicted it would!

And what of my friend outside?

I'm giving him six months of hard labor, too!



You... you said you'd get me some nourishment! Did... did you succeed?

Yes... I got you free food, and free drink... and even a place to stay!

How can I ever thank you?

I ask for no thanks! However, I feel the Sheriff will want a little something! Say... about six months of your time!



All right, you've all been sentenced to six months of hard labor on this railroad gang! Now what're your names, an' what can you do?

My name is Tame! I can chop down trees and hew railroad ties! I can also mine iron ore, smelt it into steel, and make railroad tracks! I can also fashion the molten iron into steam locomotives!

Good! What can the rest of you do?

We can be the passengers on the railroad the Chink builds!



I have only told, in all honesty, what I am able to do! And yet, you have insulted me by calling me a disrespectful name!

He's right! From now on, you boys will call this guy MR. Chink!!





Okay! Before you begin to work, we give you a healthy breakfast . . .

Y-you call this a "healthy breakfast"?! A cup of hot water, a piece of stale bread, and a strip of bacon covered with—*u-p—maggots!*?

Yum-yum! I never expected anything like **THIS!** I had heard that railroad food was **TERRIBLE!**



Tame, you're not like any man I've ever met! You **never** complain about anything, and you stay off by **yourself** all the time! Don't you ever get lonely?

Is a tree lonely? Does a **flower** crave companionship? Does a **butterfly** need a night out, bowling with the boys? No!

And mainly, I am never in one town long enough to **MAKE OUT** with anybody!



Okay! Breakfast is over! Now . . . here's your schedule! You'll work six straight hours until your 10-minute Lunch break! Then, you'll work nine straight hours until your 10-minute Dinner break! Then, you'll work five more hours, get a full four hours sleep, and start all over!

Hey! We won't stand for that!

It's—it's inhuman!

Cruel!!

Why aren't you complaining?!

A little vacation never hurt anyone!

I see that you men are all set to go to work, so I will move out of your way . . .

That'd spoil everything! You're the one we want to go to work on! We'll teach you to do more work than the rest of us put together, and make us look bad . . .



Master . . . how can one defend one's self when there are a **GROUP** of adversaries?

Here, Mosquito! Take this stick . . . and the rest of you each take a stick! Now . . . all of you, **attack me!**



**SOCK**  
**CRACK**  
**CRUNCH**  
**WHACK!**

That is how!

But, Master! We have beaten you!

That is correct! Not only did you assault me, but you assaulted me with weapons! And even though you far outnumbered me, you did not care! But . . . notice now how your consciences are beginning to bother you! Boy, I'd hate to be in **YOUR** sandals now!

You are right, Master! I will never forget this terrible, awful feeling!



Go ahead . . . attack me!!



CRACK  
SOCK  
WHACK  
CRUNCH

Not only did you assault me, but you assaulted me with weapons! And even though you far outnumbered me, you did not care! How do you feel about that now?

I feel GREAT!

Yeah, great!

Me, too!

Somehow, I think that parable lost something in the translation!



Okay . . . who started this fight?

HE DID!!

Tame, you're a good worker, but you sure love to start fights! And for that, you gotta be punished! Put him in the "shed" for 48 hours!



I don't know what YOU did, but I don't deserve this unbearable torture! This shed is made of metal, and with the sun beating down on it, it's over 150 degrees in here!

I CAN'T STAND IT ANY LONGER! SOMEbody OUT THERE, HELP US!!

Hey, don't you feel anything at all?

Well, I did feel a slight draft on my back, but I overcame it with my mind! Here, my friend! Would you like to wear my jacket?

H-how do you do it?!



Flick out the candles with your fingers, Mosquito! But do it very quickly! In that way, you will not be burned! Just make sure to extinguish them all!

But—I do not understand why!

Do it and you will SEE why!



There! The candles are all out . . .



HAPPY BIRTHDAY TO YOU!  
HAPPY BIRTHDAY TO YOU!  
HAPPY BIRTHDAY, DEAR MOSQUITO!  
HAPPY . . . BIRTHDAY . . . TO . . . YOU!







You can release the prisoners from the shed! They must be half-baked by now!

Half-baked??! One of them's in there singing "Happy Birthday"!

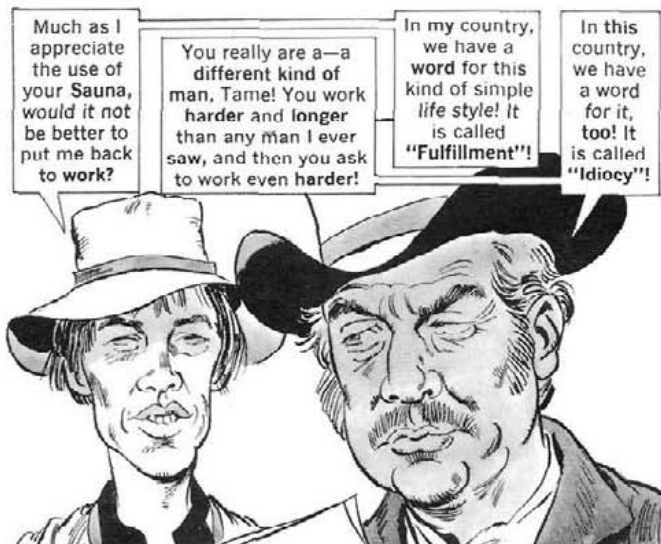
I hope you learned your lesson, Tame! I'm warning you, if you start any more fights, you go back in for twice as long! I'll straighten you out, even if you end up hating me!



I cannot hate you! Can the bird hate the worm? Can the cat hate the mouse! They are necessary to each other! True, the bird might hate the cat, and the mouse might not look twice at the worm ... but not that often! No—

To hate one upon whom you depend is to hate yourself for your dependence! Therefore—

Put him back in the shed for another 48 hours! He IS half-baked! Let's see if baking him all the way helps!



Much as I appreciate the use of your Sauna, would it not be better to put me back to work?

You really are a—a different kind of man, Tame! You work harder and longer than any man I ever saw, and then you ask to work even harder!

In my country, we have a word for this kind of simple life style! It is called "Fulfillment"!

In this country, we have a word for it, too! It is called "Idiocy"!

**TIMBER!!**

Tame, how did you make that tree fall? You don't even have an axe!

The secret lies in knowing in your mind that you can actually WILL the tree to fall ...

... and also, you must pick a tree that the BEAVERS have been gnawing upon!



Well ... Gentlemen, your six months at hard labor is over!

Note how time flies when you are having fun!

Each of you will get forty silver dollars when you leave here!

I do not want any pay ...!

But, why?

Who is richer, Mosquito ... a man with gold and diamonds ... or a man with a single blade of grass?

How do you figure that? Boy, are you stupid! Do you know how much one blade of grass is worth? A millionth of a Yen—tops! Why, you can buy a WHOLE LAWN for 20 Yen! Let me ask you another! Who is richer ... a man who owns a ship ... or a man who owns an orange?

Can you eat a ship for breakfast? Does a ship contain Vitamin C? Can you squeeze a ship and get juice??!

A man with one blade of grass!

Er ... uh ... a man who owns a ship!





Master, I am afraid I have gotten a little lost in today's lesson!

**YOU'RE lost?!** I haven't the vaguest idea of what I'm talking about! I was actually trying to teach you that a fool and his money are soon parted!

Could you not have said that straight out in the beginning?

Oh...? Trying to spoil an old man's FUN?!



Oh, no, Master! I would never want to spoil your fun! I feel ashamed!

To be ashamed with a reason is fruitful! To be ashamed from ignorance is fruitless!

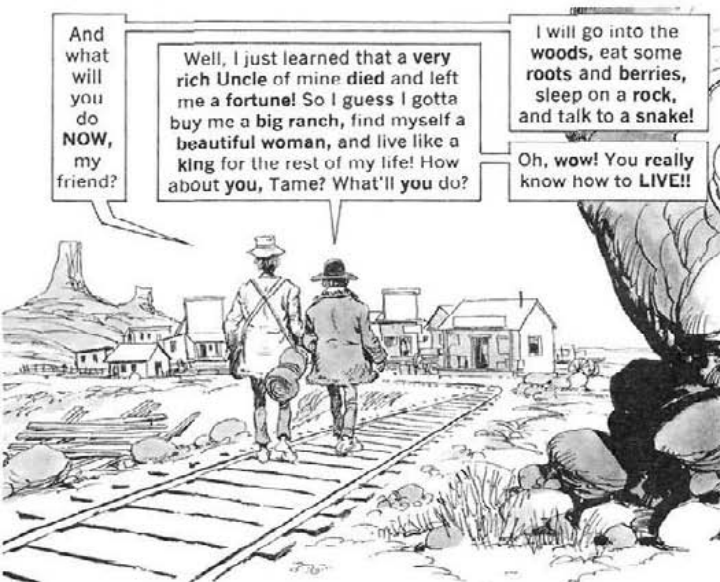
I... I did not know that!

Then you should be ashamed, Mosquito!

Master, why do you call me "Mosquito"?

Because like a Mosquito, you are small and industrious, with an unquenchable thirst for knowledge!

But mainly, when you are near me, you make me ITCH!



And what will you do NOW, my friend?

Well, I just learned that a very rich Uncle of mine died and left me a fortune! So I guess I gotta buy me a big ranch, find myself a beautiful woman, and live like a king for the rest of my life! How about you, Tame? What'll you do?

I will go into the woods, eat some roots and berries, sleep on a rock, and talk to a snake!

Oh, wow! You really know how to LIVE!!



Oh-oh! Look at that! The whole town's out there! They've come to persecute me again!

Do not worry! I will help you!

Please, Tame! I don't want your help! I don't need another six months at hard labor!



How can you seek to injure one of God's creatures!? Have you no love for your fellow man?!

Love?!? That man with you is responsible for foreclosing on the mortgage of the County Orphanage!!

Yeah! And he's the one who's been stealing the money from the Collection Box in the Church!

Yeah! And he's our Daddy, and he hasn't bought us any clothes for years!

Yeah! And he's the one who set fire to the Town Hospital!

And poisoned the Town Well!

And blew up the Court House!

It has been written... "Love thy fellow man, and you will know of his true goodness!"

Unfortunately, it was written about "fellow men" in CHINA, centuries ago! Somehow, it loses something when applied to AMERICANS!!





# A MODERN FAIRY TALE

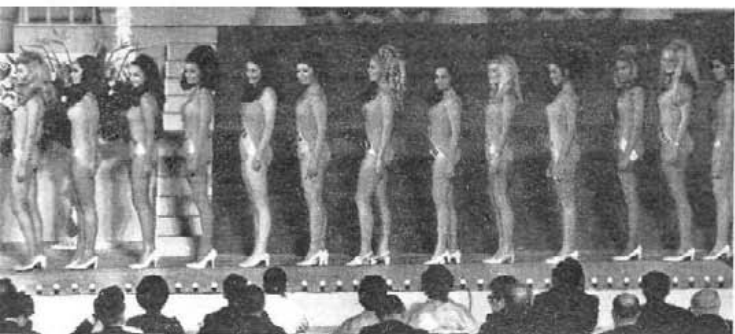


ARTIST & WRITER: SERGIO ARAGONES





**EXTERMINATORS**



**MEAT INSPECTORS**



**STREET CLEANERS**

VOCATIONAL STRAINING DEPT.

# NEW NA OLD OCC

CONCEIVED BY: MAX BRANDEL



**YOUTH GUIDANCE COUNSELORS**



**PICKPOCKETS**



# IMES FOR UPATIONS

PHOTOS BY UPI & WIDE WORLD



GARBAGE MEN



ANESTHETISTS



TRASH COLLECTORS



SOCIAL WORKERS



GRAVE DIGGERS

Remember that drawer you've got jammed full of trading stamps, and cards that may entitle you to a free car wash if you live long enough, and certificates good for 25¢ off on a pizza, and tokens for playing a gas station prize game that ended in 1969? Well, you're still hanging onto all that junk because some smart cookie planned it that way: to swamp you with advertising that looked too valuable to throw out. Among people who make a business of selling us what we don't really want, those coupons and tokens and stamps are known as "Sales Promotion Gimmicks." And like anything else that promises to give us something for almost nothing, they work. In fact, the whole "giveaway" idea works so well that MAD thinks it's bound to spread to some professions that don't currently do much advertising at all. And we herewith envision the trash that will soon be cluttering up our drawers

# WHEN ALL ON SALES



1

2

3

4

5

6

7

8

9

10

SAVE THIS CARD FOR

## ONE FREE FLU SHOT



WHEN TEN OFFICE VISITS  
ARE PAID FOR AT \$12 EACH

The Doctor will gladly punch your  
ticket during each examination.

Ask the Receptionist how you can  
qualify for extra points by having  
your tonsils and appendix removed.

**HASTIE D. CUTTER, M.D.**

COMPLICATED TRANSPLANT SURGERY  
FAST X-RAY DEVELOPING  
FREE PARKING

Make ten appointments soon to win  
your **FREE SHOT** before the next  
big Flu Epidemic strikes!

## WIN A FREE GOLD INLAY!

**COLLECT  
PAST PRESIDENTS OF THE  
UTAH DENTAL ASSOCIATION  
COINS  
CONTEST RULES**

1. Each time you go to your Dentist's office to be worked over, ask for a free Mystery Envelope containing a Utah Dental Association Past President coin.
2. When you have completed your coin set of all 57 Past Presidents, merely present the collection to any participating Dentist and say, "Whoopie! I'm a winner! Slap in my free gold inlay."
3. If your mouth is too numbed by novocaine at the time to say anything, just scribble the above message on a sheet of plain white paper not less than 3 by 5 inches in size.
4. This contest is open only to Utah patients who still have at least one of their own teeth, as the placing of gold inlays in false dentures constitutes a violation of dental ethics in all cities except Provo.

25¢

## 25¢ OFF

**On Your Next  
\$5.00 Donation  
To Any  
Church Of The  
Loving Brotherhood**



Instructions to the devout: This coupon, presented with \$4.75 in cash, entitles the bearer to a \$5.00 receipt for tax deduction purposes at all affiliates of the Church of the Loving Brotherhood. This offer is open to valid Christians only, and proof of Baptism may be required. Only one coupon per true believer can be redeemed at each service. Not good on purchase of church bake sale items, lottery tickets or Bingo cards.

25¢

25¢



# BUSINESSES RELY PROMOTION GIMMICKS

ARTIST: BOB CLARKE

WRITER: TOM KOCH

## START NOW TO PLAY FAMOUS MORTICIANS STAMP GAME And Win FREE ORGAN MUSIC For Your Next Funeral!



KRETCHMER  
GLOOM

Developer of Limp,  
Moist Morticians'  
Handshake

A.B.  
"GRISLY"  
CHANDLER

Founder of  
Rent-A-Pall Bearer  
Service

HELMUT  
KLANK

Giggled While  
Performing Memorial  
Services for Hitler

ORDWAY  
GRIMM

Planted  
714 Stiffs in  
One Season, 1927

IGOR  
"CLAMMY"  
DOOLITTLE

First Undertaker  
To Scatter Ashes  
From A DC-10



COL.  
HARLAN  
CINDERS

Noted Franchiser Of  
"Kentucky Fried  
Crematoriums"

Famous Morticians stamps are available at all participating Funeral Homes in the U.S. and Canada. Just drop in, pay your last respects to any client currently laid out, and then

ask for another free stamp to paste in your album. Absolutely no purchase required. This offer open only to living persons who expect to become deceased before December 31, 1974

*Clarke*

# FOUR MONEY SAVING COUPONS

## From The SHYLOCK STATE BANK of BOX SPRINGS

### TO HELP YOU CELEBRATE OUR 137TH ANNIVERSARY

CLIP THIS COUPON



**Worth Up To**  
**\$2<sup>12</sup>/<sub>16</sub>**

GOOD FOR INTEREST  
RATE REDUCTION OF  
**1/8 of 1%**  
ON YOUR NEXT HOME  
MORTGAGE PAYMENT

Reduction is for one month only, and is not applicable to mortgages where the normal rate of interest is less than 9<sup>3</sup>/<sub>4</sub>%.

SHYLOCK STATE BANK \*\* 137TH ANNIVERSARY

CLIP THIS COUPON

SHYLOCK STATE BANK  
SAVINGS ACCOUNT PASSBOOK

Previous Balance .....\$1,500,000.00  
Quarterly Interest @ 3% .....45,000.00  
137th ANNIVERSARY CELEBRATION  
SPECIAL BONUS INTEREST .....2.00  
New Balance .....\$1,545,002.00

**Worth Up To**  
**\$2<sup>00</sup>**

GOOD FOR SPECIAL  
BONUS INTEREST OF  
**\$2.00\***  
ON YOUR PASSBOOK  
SAVINGS ACCOUNT

\*The special \$2.00 bonus applies only to account balances with a minimum of \$1,000.00 or more. Smaller balances qualify for proportionately less, but in no case shall your FREE BONUS be less than 2¢ for each \$10,000 in your account.

SHYLOCK STATE BANK \*\* 137TH ANNIVERSARY

CLIP THIS COUPON



**Worth Up To**  
**\$21,615**

GOOD FOR A "FRIEND-  
IN-NEED" DELAY OF  
**24 Hours**  
ON YOUR AUTO LOAN  
REPOSSESSION DEADLINE

This coupon could enable you to preserve an investment of \$21,615 for a whole extra day on a \$22,000 Rolls-Royce with only one payment still due. Less savings on cheaper cars, ranging down to the \$15 you would owe us for hauling away a 1949 Hudson.

SHYLOCK STATE BANK \*\* 137TH ANNIVERSARY

CLIP THIS COUPON



**Worth Up To**  
**\$34<sup>50</sup>**

GOOD FOR ONE  
STRIKINGLY HANDSOME  
**1973 Calendar**  
PRESENTED TO YOU  
ALMOST FREE

With this coupon, you pay only our printing cost of 50¢ to obtain this wall calendar covering all of 1973. Considering that a calendar watch (covering only one month at a time) might cost you up to \$35 more than standard models, you save \$34.50 by buying your calendar separately.

SHYLOCK STATE BANK \*\* 137TH ANNIVERSARY

## THE UNIVERSITY OF PEORIA INVITES YOU TO WIN AN INSTANT Ph.D. DEGREE BY PLAYING UNDER-GRAD BINGO

### UNDER-GRAD BINGO RULES

1. The contest is open to all working adults who quit their jobs to become tuition paying students at the University of Peoria, enrolling in the four math courses needed to understand this Bingo card.
2. As soon as your educational background permits, add up all the vertical and horizontal rows on your **FREE** Under-Grad Bingo Card.
3. Find the cube root of the sum of all rows and multiply by the logarithm of your birth year.
4. If the answer comes out precisely 8.2733, you're a winner!
5. To collect your Instant Ph.D., just submit your winning Under-Grad Bingo Card, together with a dissertation of 200 pages or more on "The Mathematical Improbability of the Logarithm of Any Theoretical Number Multiplied by the Cube Root of the Sum of Ten Randomly Selected Digits Equalling Precisely 8.2733."
6. Once your dissertation is deemed acceptably brilliant by the U. of P. Faculty Board, **YOU GET YOUR PH.D.**

PLAY AS OFTEN AS YOU LIKE!  
ASK FOR A NEW FREE UNDER-GRAD  
BINGO CARD EACH SEMESTER YOU ENROLL

1492	$\sqrt{-10}$	$13\frac{1}{16}$	$\pi$	$1^{10}$
$36^2$	6.7	$\frac{x+z}{y}$	4	$\pm 0$
XXVI	.327	$39\frac{5}{8}$	$\frac{E}{MC^2}$	5,280
98.6	<del>11</del> 11	$\frac{20}{20}$	.00003	9:45
$45\frac{5}{64}$	$2X \leftarrow 8Y$	£5	$8\frac{1}{2}$	$\emptyset$





YOU MAY ALREADY HAVE WON  
**FREE  
 HOSPITALIZATION  
 FOR LIFE**  
 IN THE MERCY MEDICAL CENTER'S  
 GIANT \$1,277,500.00  
 SWEEPSTAKES DRAWING



A chance to loll in a hospital bed and be pampered for the rest of your life! Think what that could mean to you in dollars and cents. Even if you only live for another 50 years, spending that time in one of our \$70-a-day rooms would cost \$1,277,500, not even counting Leap Years! But that fortune in hospital expense may be yours **ABSOLUTELY FREE** if your lucky number above is the one already drawn in the Mercy Medical Center Giant Sweepstakes. To qualify for your prize, just fill out the attached coupon and mail it in right now!

Count me in! I want to be eligible for the \$1,277,500 worth of hospitalization at Mercy Medical Center that I may already have won. I agree to abide by any and all contest rules, even though I don't know what they are.

**LEGAL SIGNATURE** \_\_\_\_\_

CITY \_\_\_\_\_ STREET \_\_\_\_\_ STATE \_\_\_\_\_

(TO QUALIFY UNDER RULE 14, CHECK THE BOX OF YOUR CHOICE BELOW)

- ☐ I agree to have my gall bladder removed immediately.  
☐ I agree to have my gall bladder removed next month.

# WE'RE NEW IN THE NEIGHBORHOOD!



**TAKE ADVANTAGE OF THESE FREE  
 "GET ACQUAINTED" OFFERS  
 DURING OUR GRAND OPENING DAYS**

**PEEVELY BROTHERS  
 TOMBSTONE & MONUMENT CO.**

OFFICE & SHOWROOM  
 1547 Last Mile Drive

CHISLING DEPT.  
 1549 Last Mile Drive

(Conveniently Located Across From Forest Gloom Cemetery)

## FREE

This Coupon Good For  
 Small Pauper-Size  
**GRANITE  
 GRAVE MARKER**

(When you purchase any two large or medium de luxe granite headstones at our regular price.)

## FREE

This Coupon Good For  
 Tombstone or Monument  
**NAME INSCRIPTION  
 CARVING**

(This offer is good only on names without a B, Q, S or W, as our free work is all done by apprentice chisellers who haven't learned to carve the hard letters yet.)

## FREE

This Coupon Good For  
 One Solid Concrete  
**MAUSOLEUM  
 FOUNDATION**

(When purchasing a complete marble and alabaster mausoleum with cast bronze door knocker.)

## FREE

This Coupon Good For  
 Personalized, Shop-To-Plot  
**MARKER DELIVERY  
 AND PLACEMENT**

(Offer applies only to our styrofoam models which can be transported to cemetery by a delivery boy on a bicycle.)

ROAM, SWEET HOME DEPT.

The Mobile Home craze is sweeping the world. But the trouble is, Mobile Homes

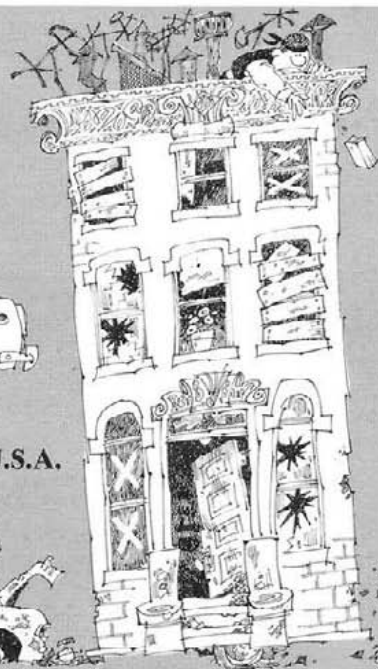
# CUSTOMIZED M

## ...THAT REFLECT WHERE

ARTIST & WRITER



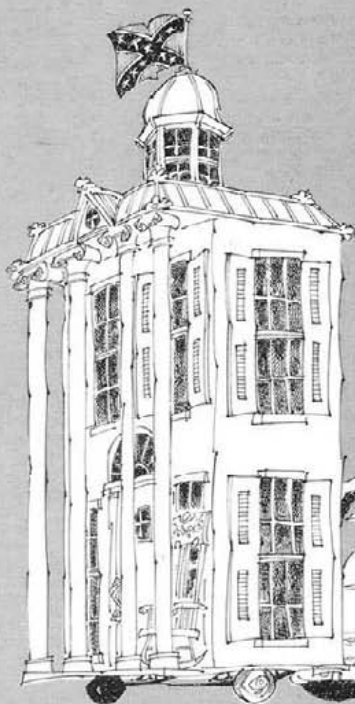
GREECE



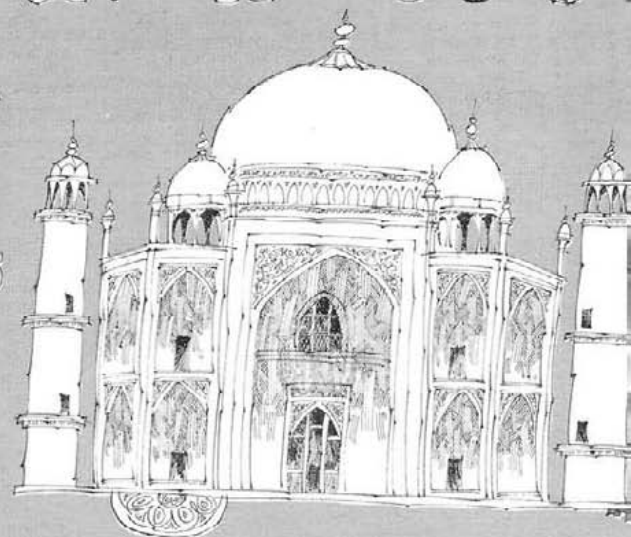
ANY CITY IN THE U.S.A.



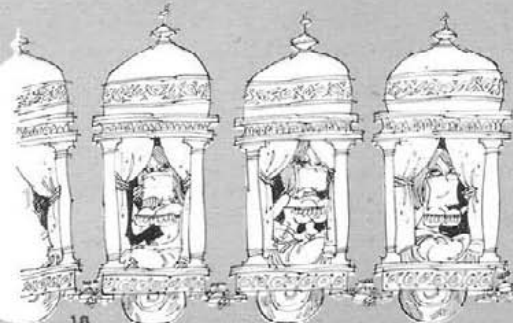
ALASKA



GEORGIA



SAUDI ARABIA



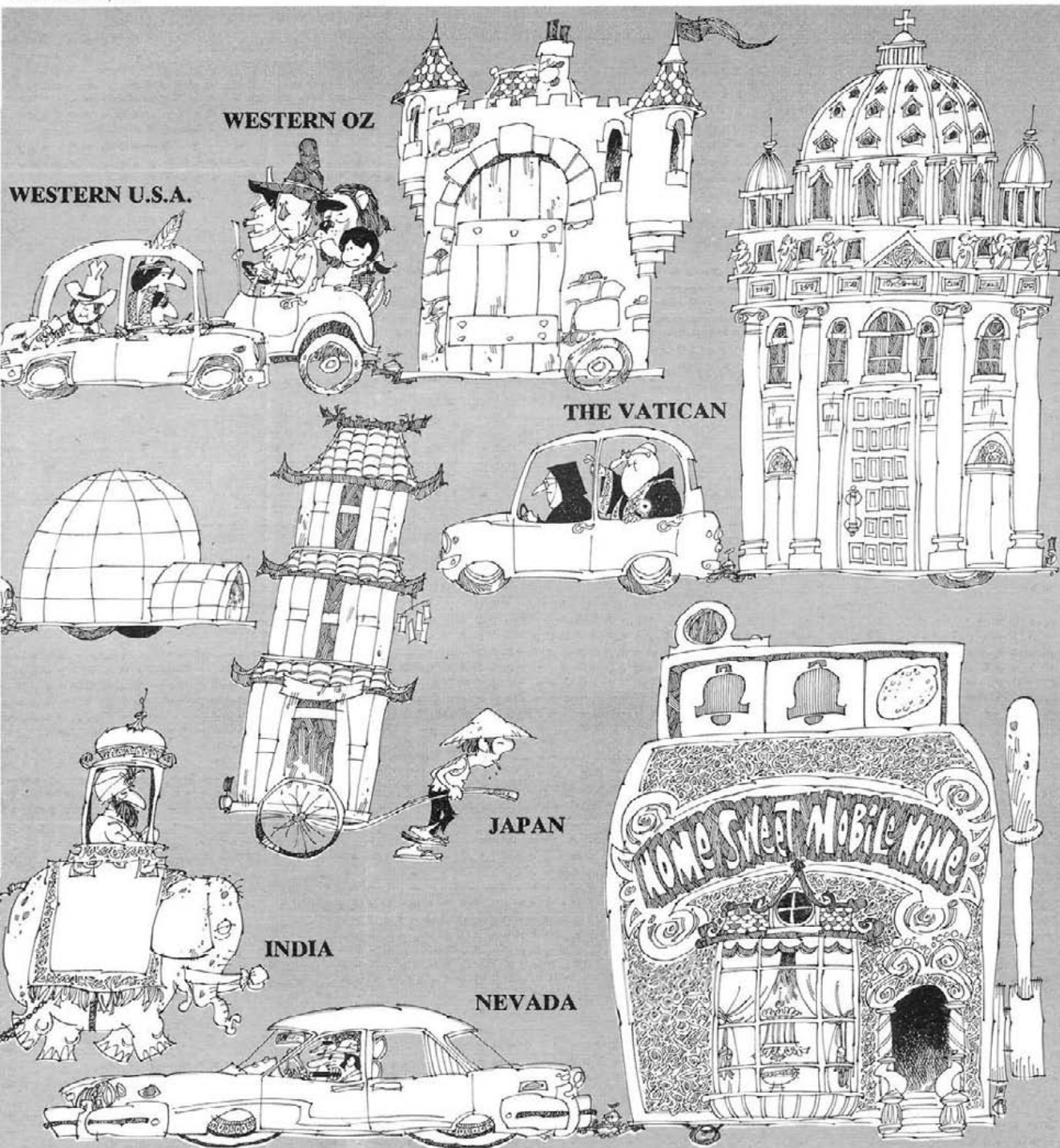


all look pretty much alike. They lack ethnic character. So why not design...

# MOBILE HOMES

## THEIR OWNERS ARE FROM

PAUL COKER, JR.



Before we partake of our Thanksgiving feast, let us thank The Lord for what he has given us . . .

We thank Thee, Oh Lord, for our good health, and for our good fortune, and for allowing us to live in the greatest country in the world! But mostly, Oh Lord, we thank Thee for giving us this happy holiday of Thanksgiving!

Gee, your Old Man is really great! I mean, he's so . . . so sentimental and patriotic about Thanksgiving!

That's because he's in the TURKEY BUSINESS!!



BERG'S-EYE VIEW DEPT.

THE  
LIGHTER  
SIDE OF...

THE HOLI

Boy, am I glad to be getting away from this hell-hole of a school for the Holidays!

When I get there, I'll give my folks the "Big Hello" . . .

Then, I'll bug them about their dumb Middle Class morality! And they'll scream at me! And I'll scream at them! And then I'll blow, and hang around the local gin mill or watch TV in my room, and I'll do a lot of counting!

Counting the days till I can get back here to this lovely hell-hole of a school!

Where are you going?

Back home!

And then they'll give me the "Big Put-Down" about my long hair and my pot smoking and my shocking attitudes toward money, sex and all that jazz!

Counting what . . . ? ! ?





This is the prettiest season of the year! Everything is so attractively decorated and beautifully illuminated! This block of yours is particularly stunning! Each house is lit up more spectacularly than the next! You must be very proud!



I used to be . . . when I was the only one on the block who did it! Then, those dirty rat-fink neighbors of mine all began to copy me! The lousy so-and-so's poured fortunes of money into their decorations, trying to out-do me . . . and show me up!



Why, those burns have overdone it so much, they've completely minimized the effect of MY decorations and message . . .



# DAY SEASON

ARTIST & WRITER:  
DAVE BERG

And how was YOUR joyous Christmas morning, Sonny?

It wasn't so joyous!

The whole family was there . . . Gran'ma, Gran'pa, Mom an' Dad, Aunts, Uncles, Cousins, Sisters an' Brothers! And there was such hollarin' and carryin' on!

"It's not fair! You gave her a better present than you gave me!"

"His costs more than mine costs!"

. . . and awful stuff like that!

Well, that's to be expected when it comes to Children! It's called Sibling Rivalry!

Yeah, but it wasn't the Children doing the hollarin'! It was the GROWN-UPS!!



**MERRY CHRISTMAS,  
EVERYBODY!!**



What do you mean, "Merry Christmas, Everybody!!"? Do you realize that for people who live alone, Christmas can be the saddest time of the year?



I—I never thought of it that way! And YOU live alone, so you're one of those people, aren't you?



Sa-a-ay! You're spending the Holidays with US!! Gee, Christmas must've been HELL for you all these years, huh, Sid?

Not since I started using this sob story, it hasn't!



Ooooh! Am I sick! My head is exploding! I'm making a New Year's resolution! I will never... NEVER do what I did THIS New Year's again... EVER!!!



Boy, you look terrible! You must've really tied one on!

Sorry, but I don't drink!



Aw, c'mon! Don't kid me! It's obvious that you're suffering from too many trips to the Punch Bowl!

The Punch Bowl? No, I missed that one!



But I must've seen every other one they televised... the Sugar Bowl, the Orange Bowl, the Cotton Bowl, the Gator Bowl, the Tangerine Bowl, the Sun Bowl... Ooooh! Am I sick!



You hang your stocking up there on the fireplace... and Santa Claus will come down the chimney and fill it with toys and goodies!



**BALONEY!**  
IT'LL NEVER HAPPEN!

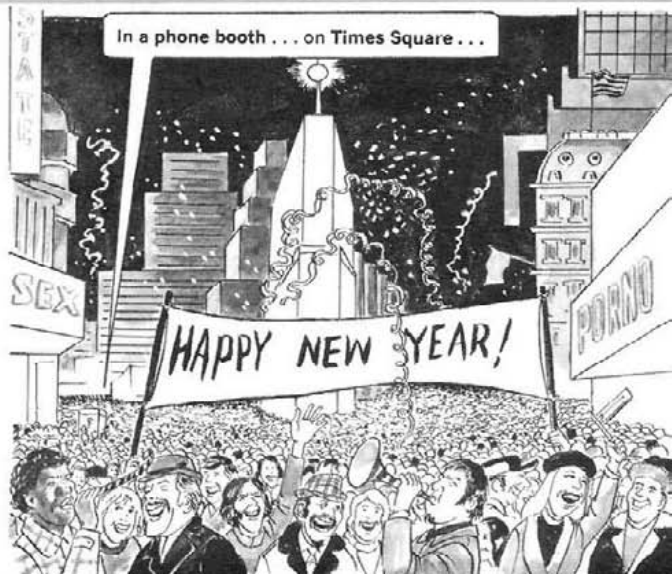
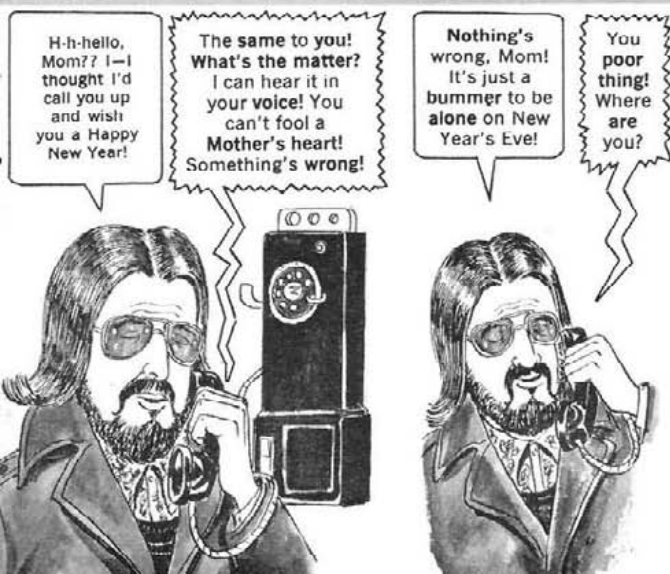
Don't you believe in Santa Claus?

Sure I do!



But I DON'T believe in phony fireplaces that haven't got any chimneys!







I want a plastic model toy of the M-16 Rifle, a model kit of an "Honest John" Rocket Launcher, and a model of a B-52 Bomber!

I also want a Size 10 complete Football Uniform with shoulder pads and helmet and shoes and the whole bit, plus a complete Baseball Uniform with glove!

I'm sure your son will enjoy all these Christmas presents!

SON?! I'll have you know these things are all for my ten-year-old DAUGHTER!!

Haven't you ever heard of WOMEN'S LIB...?!



One Round-Trip Ticket to New York's Kennedy Airport, please!

Sorry! All flights are booked solid!

You gotta be kidding!

No, I'm not! Most reservations over Christmas are made months in advance!

But I'm—I'm desperate! I just GOTTA get home for the Holidays!

Oh, well, in THAT case, we can help you!

We still have some space available over EASTER!!



Boy, when it comes to the Holiday Season, everybody has their hands out... saying, "Gi'me! Gi'me!"

I know! I know!

I had to tip the Janitor, the Doormen, the Postmen, the Garbagemen... and a lot of other moochers!

I know! I know!

It's nothing but a form of LEGALIZED RIP-OFF!

I know! I know! I've got the same troubles!

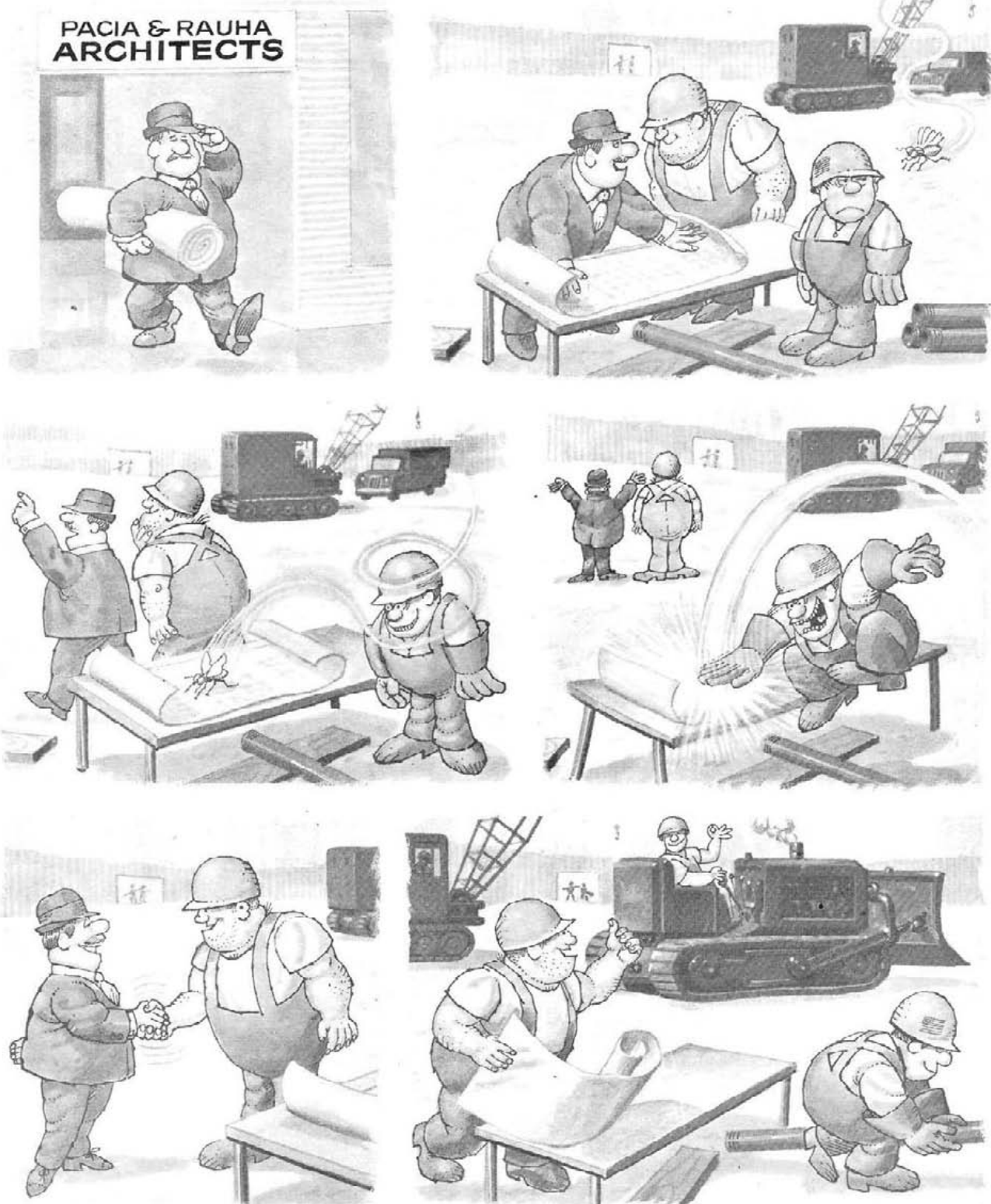
Here's your Christmas Bonus!





# AN ARCHITECTURAL TRIUMPH

PACIA & RAUHA  
ARCHITECTS



ARTIST & WRITER: AL JAFFEE





# Monster movies have always been good box office when they reflected the emotional climate of their time.

When man was first learning to harness the wonders of applied science, man-made monsters were tops in popularity.



Then came the fad for overgrown species who matched the then-current emphasis on massiveness in buildings and in cities.



And with the advent of nuclear energy, horrendous new creatures were spawned by atomic explosions and radiation...



Now, with the world so concerned about ecology and the environment, the new wave horror films will go something like this...

# YECCH

or  
"What a  
WASTE!"

WRITER: LOU SILVERSTONE ARTIST: DON MARTIN



What did your husband do, Mrs. Crawfish?

How should I know! You heard, the door was locked!

No. I mean for a living!

Oh, he was the president of the Clean River Pulp Mill.



Hmmm, I'm beginning to see a "bathroom" pattern here!

Yes, isn't it pretty? It's an original Fucci! My decorator—

Not on the wall, Mrs. Crawfish! I mean a criminal "bathroom" pattern. Your husband is the 4th prominent industrialist found dead in his bathroom. Don't you find that strange? No, this is no mere coincidence! This is the work of someone aware of the fact that each of these men has been accused of being a major polluter!



Oh, you mean like a deranged ecologist?

Are there any other kind? Imagine, those idiots want to ban no-return bottles!

C'mon, we're going to pay a visit to the Earth and Sewer Science Dept. at the University. They ought to be able to help us with the ecology nuts.



Sorry, we were looking for Doctor Commode's office!

I'm Dr. Commode, and you've found it! The furnishings are early American bathroom. I guess you might say I'm a toilet freak. Come in, pull up a seat and sit down!



I'm Lieutenant Koomsh and this is Patrolman Saunders.

Oh, you can call me John!

Ah, such a delightful name!



Doctor, I'm sure you heard about the four industrialists who were found dead in their bathrooms.

Oh, boy! What a way to go!

Since all those men were allegedly involved in pollution, we have reason to believe that maybe the killings are the work of an ecology crank. We thought maybe you could help us flush him out!



When it comes to flushing, I'm your man! Especially since I may have an idea about this bizarre case. You see, my assistant, Miss Silicone, and I have been conducting some experiments...

Oh, you mean that yecchy stuff in the test tubes?

Precisely! By simulating the slop dumped into the river and exposing it to ultra high heat, I've created a living cell which I call the Yecch Factor.



That's all very interesting, Doctor, but what has this got to do with the killings?

Well, this may sound crazy, but perhaps the waste and gunk dumped into the river, heated by the boiling water from the atomic furnaces, has created a living organism similar to the one I've developed, except on a much larger scale. This creature, evolved from man's pollution, is taking revenge on the people responsible for destroying the elements.

See? How can you help but love such an adorable kook!

You're right, Doctor, your theory does sound crazy!

Wait, he hasn't even got to the crazy part yet! Ask him how the monster gets through locked doors!

Doctor, my years of experience in criminal work have taught me to ask questions that may seem unimportant, but are, in reality, very important. Questions like: "How does the Monster get through locked doors?"



This is the crazy part

He enters and leaves through the john!

Hmmm, that could explain it.

It's for you, Lieutenant!

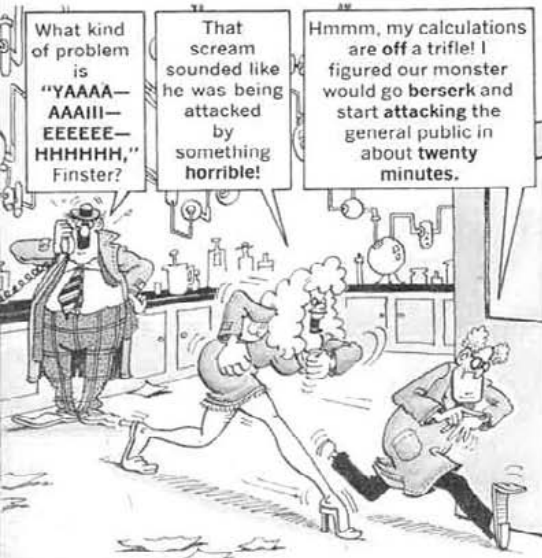
Lieutenant Koomsh, here...

Patrolman Finster, sir! We've got a problem down here in the Men's Room at Penn Station!

So call Roto-Rooter! Don't bother me with these things! I'm busy with four homicides and a crazy doctor!

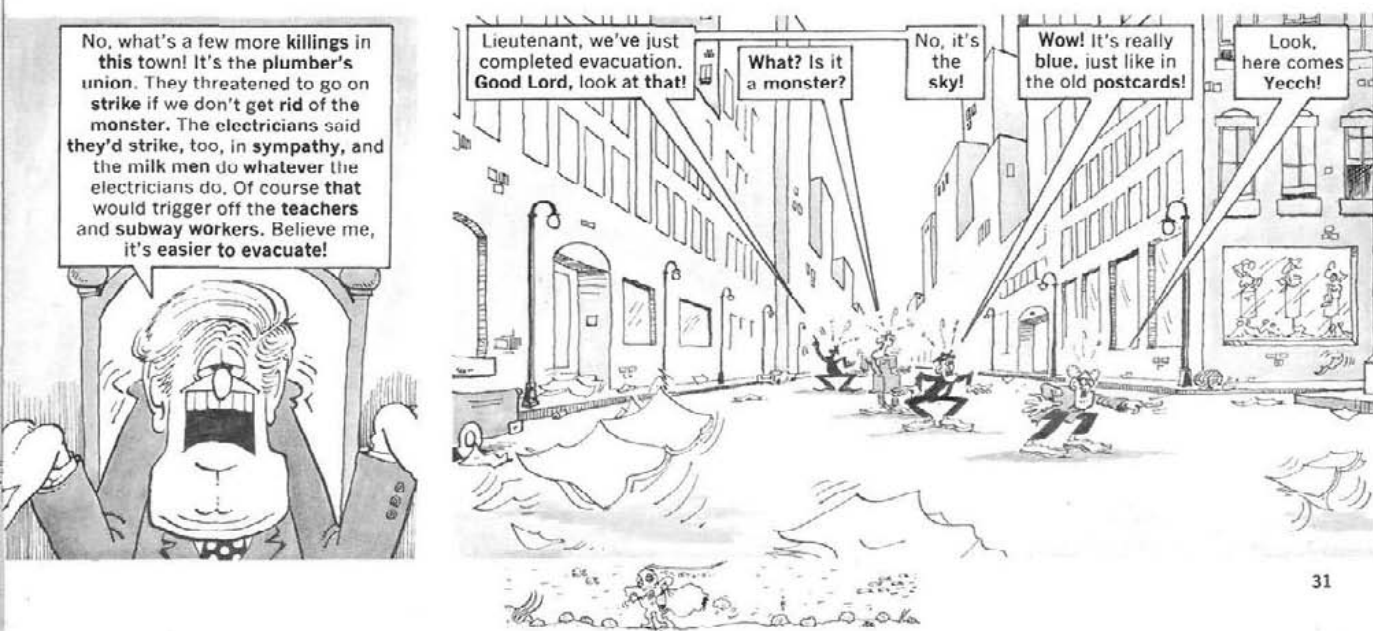
But sir, the problem is

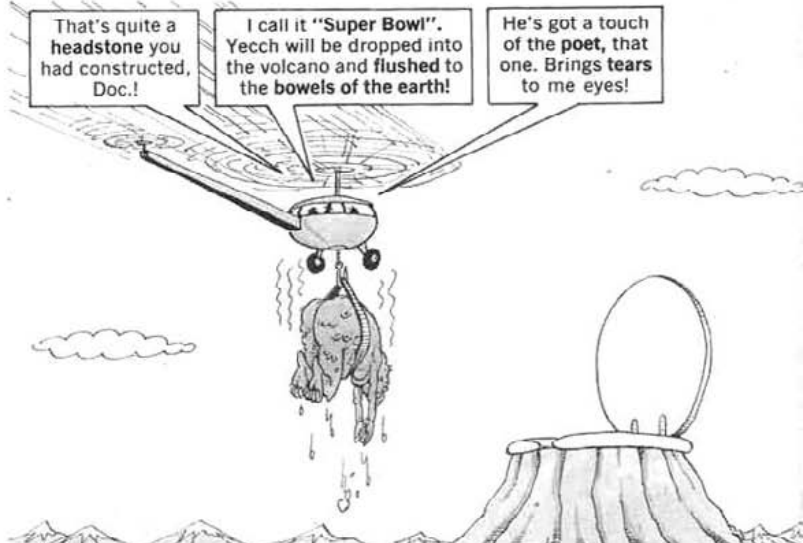
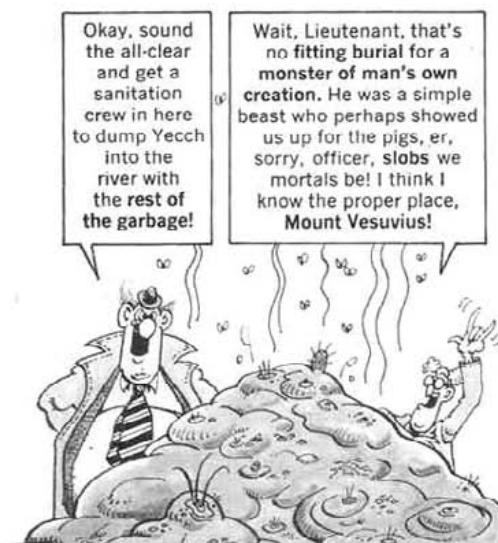
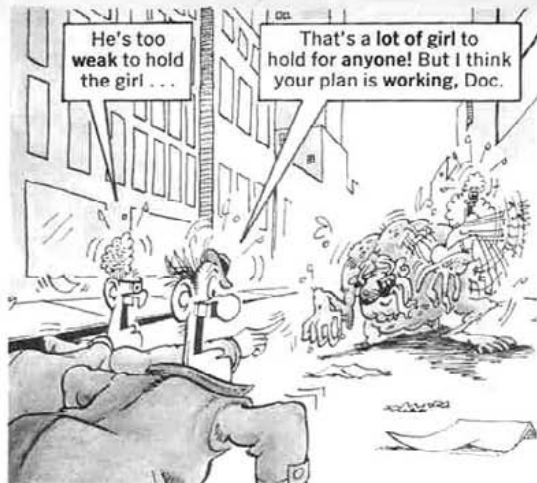
YAAAAHHH...



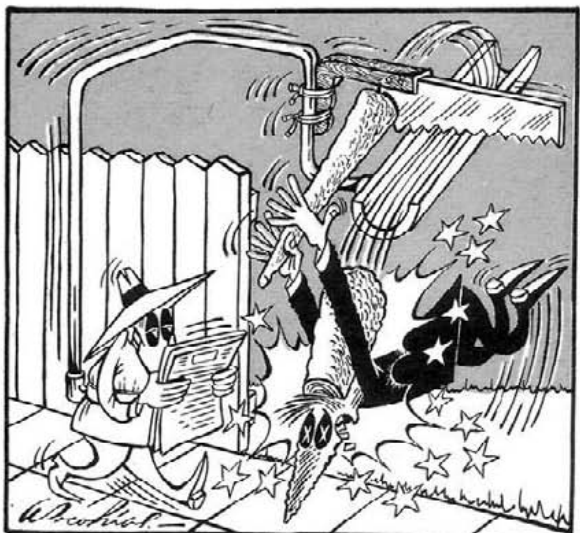
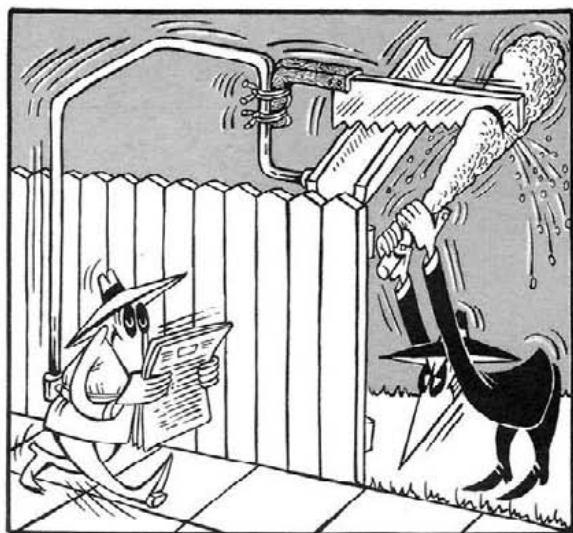
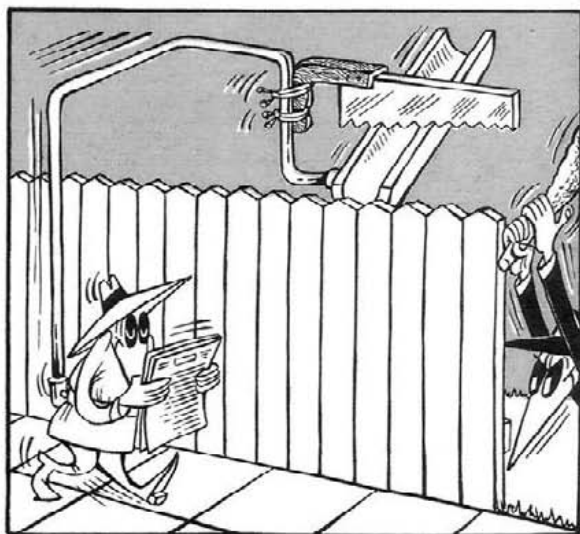
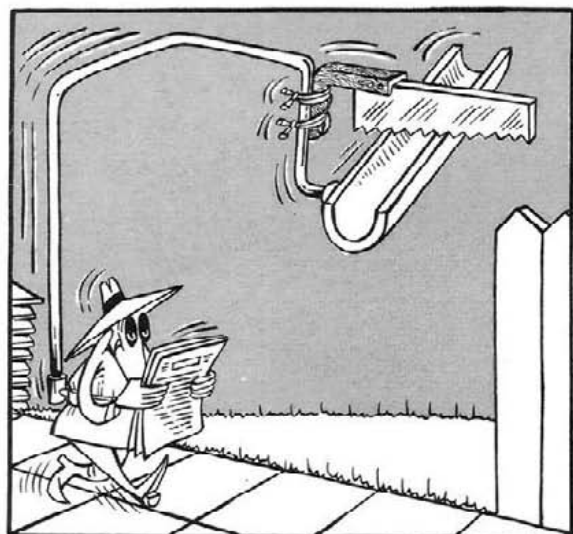












# MAD'S 1973 CH



As Christmas rolls around again  
and New Year's Eve is nigh,  
We offer up this rondelay  
to those we glorify;  
Despite the fact that Santa Claus  
prepares a lengthy list,  
Herewith are gift suggestions  
for some folks he may have missed:



For Richard Nixon and his mate  
A weekend at the Watergate,  
And should they weary of the scene,  
We'll toss in Mitchell, Hunt and Dean;  
We're stripping Mickey Rooney down  
To pose for Helen Gurley Brown—  
He'll be the perfect choice in case  
Her magazine is tight on space;  
Let's send a vocal coach or two  
To Gifford and to Dandyroo,  
And then let's buy and giftwrap well  
A Midas Muffler for Cosell.

We'll rip off someone's souped-up Honda,  
As a present for Jane Fonda,  
Hoping that it won't be lacking  
Noise to drown her endless yacking;  
Next upon our Yuletide list  
Is Steinem, big-shot feminist;  
We think we've found a gift that fits—  
A set of towels, marked "Hers" and "Its;"  
To swimmer Spitz we next bequeath  
A set of drills for pulling teeth—  
He can't do worse in dentistry  
Than what he's doing on TV.

We'll send Charles Schulz an armored car  
Or maybe one huge cookie jar  
To hold the cash he's pulling down  
From merchandising Charlie Brown;  
We've found a gift that's really keen  
For Linda Lovelace, porno queen—  
She'll be surprised come Christmas Day  
When she gets 20 guys—all gay;  
For Liz and Dick, that split-up pair,  
We've got a gift that both can share—  
We're taping them a serenade  
Of records Eddie Fisher made.





# RISTMAS POEM

ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS

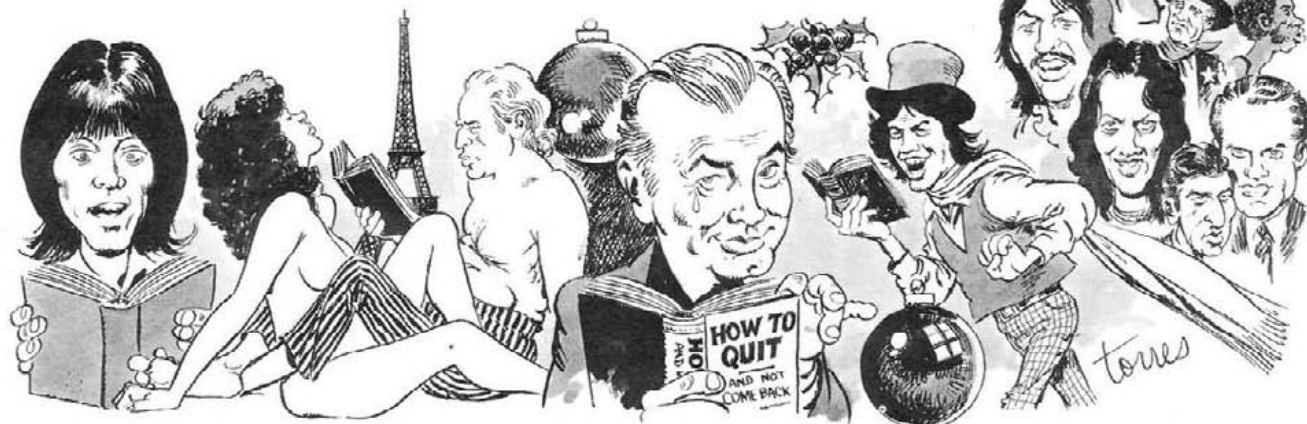


Let's send our friends, the Japanese,  
A million RCA TVs—  
They'll be so happy to have found  
That *they've* become a dumping ground;  
And how about a tasty knish  
Or maybe some gefilte fish  
To make a proper year-end feast  
For Arabs in the Middle East;  
Economists in Washington  
Should find a trip to Europe's fun—  
When they return, we'll ask each gent  
How far their U.S. dollars went.

Good books, of course, are very nice  
And many offer good advice;  
We've one for David Cassidy  
Called "How To Get Through Puberty;"  
For Brando we've a tome unique  
Called "How To Hide An Old Physique;"  
A book for Paar sits in our stack,  
Called "How To Quit—And Not Come Back;"  
There's still one book we have to find  
To give Mick Jagger peace of mind—  
We thought that it might do him good  
To read "The Joys of Fatherhood."

Because we've got a Vietnam peace,  
Bob Hope's announced his trips will cease;  
In hopes he'll entertain once more,  
We're giving him a brand-new war;  
We've picked a gift to show we're fond  
Of Roger Moore, the new James Bond—  
The next 12 months he's getting free  
Instruction from Sean Connery;  
And let's remember Johnny Cash,  
Whose ev'ry record is a smash—  
We're sending him this holiday  
A year's supply of nasal spray.

We've left out many folks, we fear,  
Like Ringo Starr and Germaine Greer,  
Kareem Jabbar and Al Pacino,  
Billy Graham and Lee Trevino,  
Spiro Agnew, Robert Young,  
The Prince of Wales and Mao tse-Tung,  
John Chancellor and Monty Hall,  
The Boston Pops and Lucille Ball,  
John Wayne, Bill Cosby, Howard Hughes,  
And countless others in the news;  
To those we've skipped, be of good cheer—  
We'll get to you another year.





## WISE GUIDE DEPT.

MAD has come up with a device to shake up those indifferent and incompetent people you too often find yourselves at the mercy of. It's called a "Rattler". A Rattler is not something you use on the Innocent, but rather as a Defensive Weapon on people who intimidate you: the surly cab driver, the wise-guy waiter, the nasty sales clerk . . . anyone who has developed an inverted snobbery about his work and views anyone less expert as an inferior. If you run into such a person, why not try out some of these . . .

# MAD R

## ...FOR SHAKING UP WAITERS AND WAITRESSES

No . . . I'd only like HALF a table! I'm not very hungry!

I'd like an empty plate! I'm on a very strict diet!

How about sitting down and joining me? Then we can split the check, and I won't have to leave a tip!

Can you bring me some extra silverware! I have the same set at home, and I'm missing a few pieces!

I'll have the same thing that I ordered yesterday! I didn't TOUCH it yesterday!

I'll have the steak dinner . . . with no potatoes . . . no vegetables . . . and no meat!

The menu looks good! I'll eat THAT!

I'm very intimidated by Waiters!  
So may I start tipping you NOW?

Miss, would you be offended  
if I sent out for some food?

My compliments to the Chef . . . for having  
the nerve to pass this stuff off as food!

Hey, this food isn't half bad . . . it's ALL bad!

Waiter, give me a very small check! I'm in a hurry!



## ...FOR SHAKING UP BARBERS

I know it's my turn, but I just can't stop  
reading these three-year-old magazines!

Before you touch my hair, can you  
show me proof that you're Italian?

I'd like it longer in the back,  
... and thicker on top, please!

Never mind the haircut! Just  
tell me your idiotic opinions!

Tell me, do you shave legs?



## ...FOR SHAKING UP TELEPHONE OPERATORS

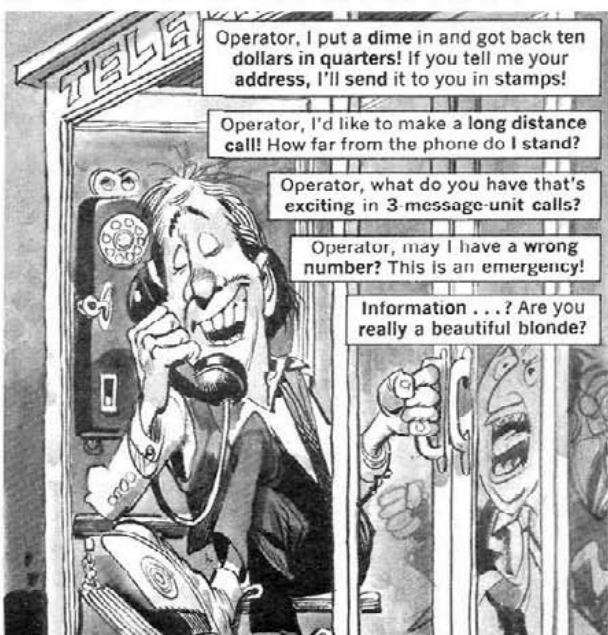
Operator, I put a dime in and got back ten  
dollars in quarters! If you tell me your  
address, I'll send it to you in stamps!

Operator, I'd like to make a long distance  
call! How far from the phone do I stand?

Operator, what do you have that's  
exciting in 3 message-unit calls?

Operator, may I have a wrong  
number? This is an emergency!

Information . . . ? Are you  
really a beautiful blonde?





# ATTLEERS

ARTIST: JACK DAVIS

WRITER: LARRY GORE

## ...FOR SHAKING UP SALES HELP

Does this come with two pair of pants? The TIE, I mean!

Do you have anything that's marked down to "FREE"?

I'd like to see something terribly overpriced!

I'd like to get this exact same suit  
... but in a completely different style!

I need a complete new wardrobe!  
Can you recommend a good store?

Do you have something much too  
large for me! I love alterations!

How soon can I return this?

May I charge this ... to YOU?



## ...FOR SHAKING UP ELEVATOR OPERATORS



To the Penthouse, driver ... and don't stop for any lights!

Do you get extra pay for flying dangerous missions?

How could they send a kid up in a crate like this?

Twice around the building, driver! We're in love!

Would the 4th floor take you out of your way?

Here's a buck! Take me to another building!

Uh ... where's the Men's Room in this  
car? I think I'm going to be sick ...

## ...FOR SHAKING UP CAB DRIVERS

I'm from out of town! How about a tour of your famous slums?

Driver, drop me off at the nearest cab! I'm in a hurry!

Is it true that in this State, tipping is illegal?

That's the second pedestrian you MISSED!  
Are you sure you haven't been DRINKING?

Stop the cab! That's not your picture!

Drive slowly! I'm looking for a date!

Would you mind turning off the meter?  
The ticking gives me a headache!

Where's the Men's Room in this cab?  
I think I'm going to be sick ...



# WHAT'S IN A

DOW-JONES

IMPERIALISM

WOMEN'S LIBERATION MOVEMENT

WEIGHT WATCHERS

FOREIGN POLICY MAKERS

MID-EAST SITUATION

BRITAIN

WELFARE SYSTEM



# NAME?

**PART  
TWO:  
INSTITUTIONS**

CONCEIVED BY:  
MAX BRANDEL

DEMO**CR**ACY

SO **VET** UNI**O**N

THE **R** FRENCH C**O** NNECT**I**ON

THE **G**REAT AMER**R**ICAN SUC**C**ESS STORY

AIR POLL**U**T**I**ON

PUBL**L**IC RELATIONS

CUR**R**ENT MEDIA OUT**P**UT

A**B**O**R**T**I**ON

Hi! Remember me?  
Don't let the  
moustache fool  
you! I made you  
cry your eyes out  
a few years back  
in "Love Story"!  
I also made a  
million bucks!

Listen, I know  
that movie was  
awful, but I'm  
not apologizing  
for it! Because  
being a million-  
aire means never  
having to say  
you're sorry!

Anyway, in this, my  
latest film, I play  
a small-time con-man  
during the 1930's,  
who travels around  
the country with a  
little girl, trying  
to take people for  
everything they got!

Let me tell you, it wasn't easy  
locating the right kid to play  
the little girl! But after an  
exhaustive talent hunt that led  
me across the length and breadth  
of my Beverly Hills home, I fi-  
nally managed to find her! She's  
a fantastic actress, a wonderful  
trouper, and mainly my daughter!

And now . . . get  
ready for MAD's  
version of the  
movie about a  
con artist who  
turns out to be  
a total idiot!  
In fact, MAD  
calls him the—



Ashes to ashes! Dust to dust . . .

Excuse me, folks! I'm terribly  
sorry to bother you at a time  
like this! My name is Snowjob  
Prey, and I just happened to be  
driving past this funeral, and I  
thought that maybe, to alleviate  
your sorrow on this sad occasion,  
you might like to buy a Holy  
Bible from a fellow Christian!

Why, bless you, Mr.  
Prey, for thinking of  
our spiritual needs  
during such a trying  
moment, but we already  
HAVE a Holy Bible!

I see! Well, then,  
could I interest  
you in some  
TUPPER WARE???



Maybe I was too hard  
on her! Maybe she is  
sweet! Hey, what if  
she's another Shirley  
Temple? This could be  
a re-make of an old  
Shirley Temple movie!

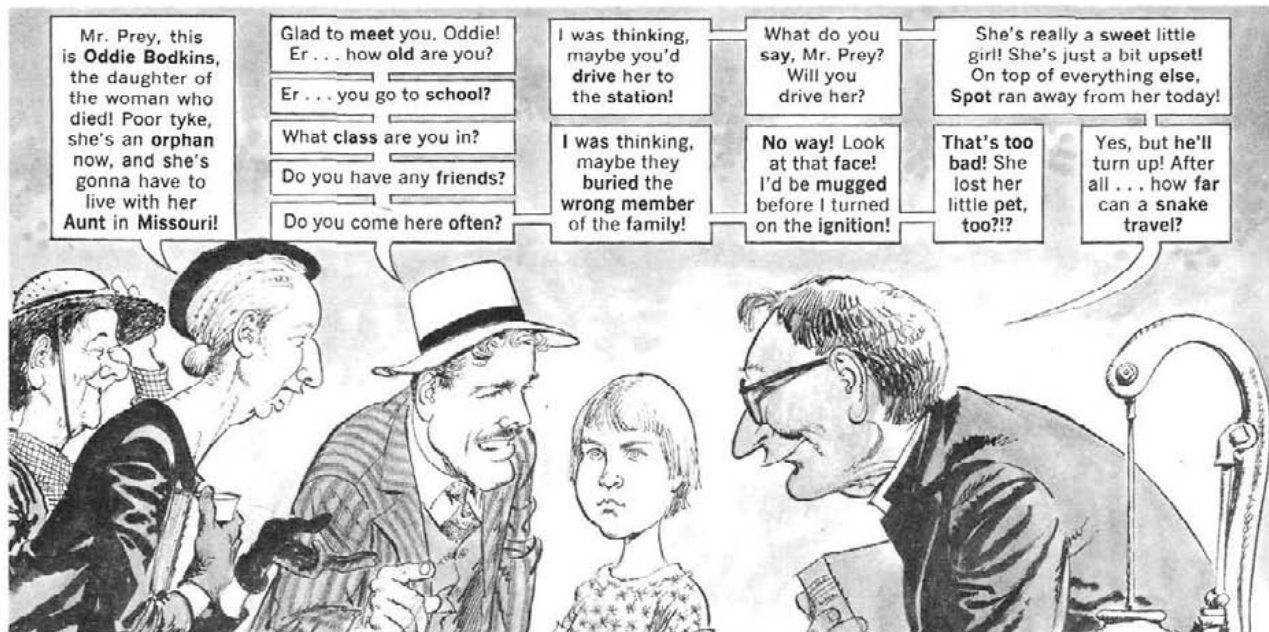
Uh, Oddie, Let me  
hear you sing . . .

Roll me over ♪  
In the clover,  
Roll me over, ♪  
Lay me down and—

I was thinking  
more of "On  
The Good Ship  
Lollipop" . . .  
but forget it!  
Okay, let's  
see you dance—



# "CAPLER GOON"



ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL





Well?  
How'd  
you  
do in  
the  
Charming  
Child  
Contest?

&@%\$##!!  
I came  
in last  
... right  
behind  
John  
Dillinger!

Dillinger?!?  
Who'd believe  
he's a child?

The same  
idiots who'd  
believe I'M  
a child, too!

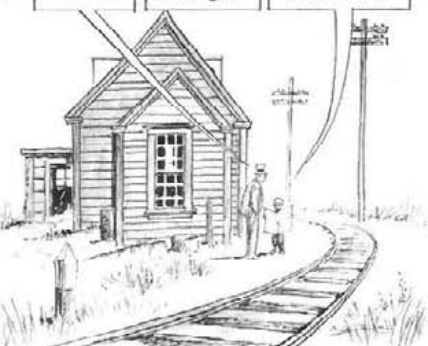
Hello, friend! I'm Snowjob  
Prey, the sharpest con-man  
in the West! Unfortunately,  
you're my next victim! I  
understand that Mrs. Bodkins  
was killed by a hit-and-run  
driver, namely you! Now, if  
you fork over \$200, I'll  
forget what I know about it!

You GOT  
me, pal!  
But I don't  
have the  
money, so  
I'll have  
to owe it  
to you!

Not so fast!  
This is Snowjob  
Prey you're  
dealing with!  
Remember? What  
assurance do  
I have that  
you'll pay me?

I'll cross my heart,  
spit three times,  
and kiss my pinkie  
up to the sky!

I knew you'd  
come around!  
Well ... so  
long, sucker!



Just a second!  
Er—how'd you  
like to toss  
me for the  
\$200—double  
or nothing?

Good enough!  
We'll use my  
two-headed  
coin! Cry ...

Er—tails!



It's heads!  
We're even!

Hold on,  
there! I  
tossed you  
double or  
nothing, and  
I WON!!

Look, what did I owe you?  
\$200, right? And what did  
I give you? Nothing, right?  
What's two times nothing?  
Nothing!! Right ... ?

Right! You owe me nothing!  
Now, gi'me back my coin  
and I'll be going along!

I'll toss you  
for it, double  
or nothing!

Keep it!  
You  
suffered  
enough for  
one day!



I'm not sure, but I think  
something went wrong in  
there ... only I can't  
put my finger on it!



Finish your meal,  
Oddie! Your train  
will be here soon!

WHAT \$200?!

The \$200 that  
man owes you  
for killing my  
Mother with  
his car!

You're wrong! That man  
didn't kill your Mother  
with his car! Your Mother  
died when you were born!  
Only it was a slow, painful  
death! The car just put  
her out of her misery!

I'm not going any-  
where until you  
give me my \$200!



That money  
belongs to  
me! Gi'me  
my &@%\$##  
\$200!

Shut up!!

I want  
my &@%\$  
money!  
You &@%\$##  
crook ...  
thief ...  
robber!!

Aw, ain't that somethin'!  
It's just like a scene  
from a movie of the '30's!

George  
Murphy and  
Shirley  
Temple??

No ... Doctor  
Frankenstein  
and his  
Monster!!

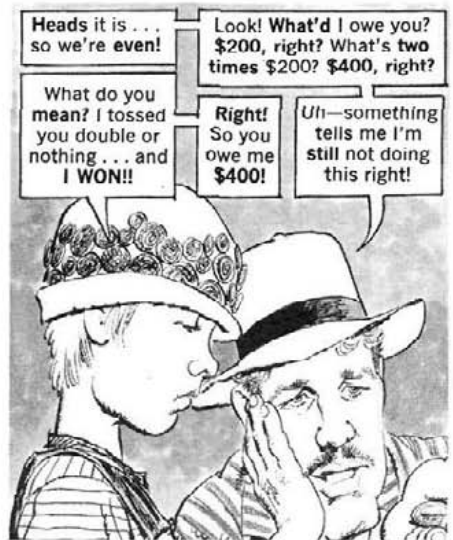




I'm not leaving until I get my &\*%\$#@ \$200, so hand it over NOW!

Hey, I've got an idea! How'd you like to toss me for it... double or nothing???

Okay! Cry... Er... heads!!



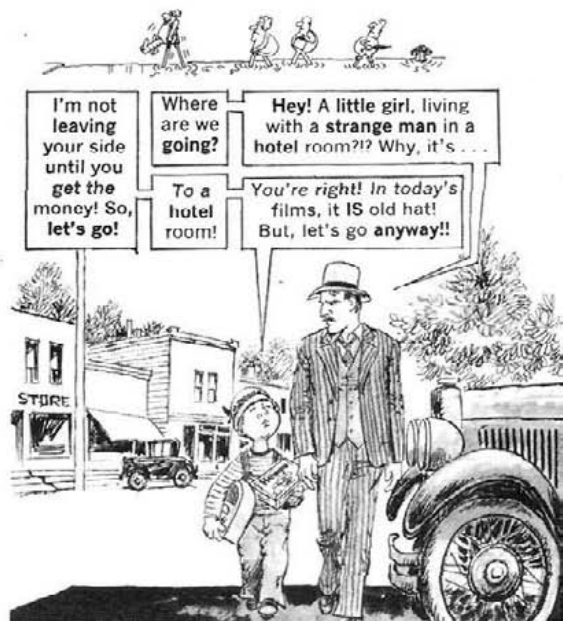
Heads it is... so we're even!

What do you mean? I tossed you double or nothing... and I WON!!

Look! What'd I owe you? \$200, right? What's two times \$200? \$400, right?

Right! So you owe me \$400!

Uh—something tells me I'm still not doing this right!



I'm not leaving your side until you get the money! So, let's go!

Where are we going?

Hey! A little girl, living with a strange man in a hotel room?!? Why, it's...

To a hotel room!

You're right!! In today's films, it IS old hat! But, let's go anyway!!



The weed of crime bears bitter fruit! Crime does not pay! The Shadow knows! Heh-heh-heh—

Maybe I've got you figured all wrong, Oddie! Maybe, deep down, you're really a nice little girl who carries around a cute little cigar box, and who likes to listen to the radio, and who's always playing with toys and dolls...



... and lung cancer!!

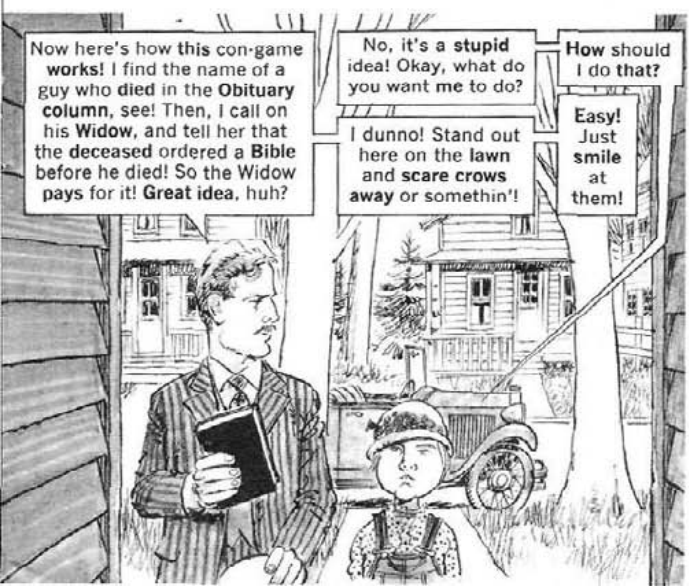
Hey, does your Mother know you smoke???

Not any more! My Mother's dead, remember!?

I'm not talking about your "screen" Mother! I'm talking about your REAL Mother!

Who IS my real Mother? I wouldn't know! I'm a Beverly Hills kid!

I wouldn't know either! I'm a Beverly Hills FATHER!!



Now here's how this con-game works! I find the name of a guy who died in the Obituary column, see! Then, I call on his Widow, and tell her that the deceased ordered a Bible before he died! So the Widow pays for it! Great idea, huh?

No, it's a stupid idea! Okay, what do you want me to do?

I dunno! Stand out here on the lawn and scare crows away or somethin'!

How should I do that?

Easy! Just smile at them!



Good afternoon, Ma'am! Is Mr. Paul Schmutz at home?

No... he—he's gone to the Great Beyond!

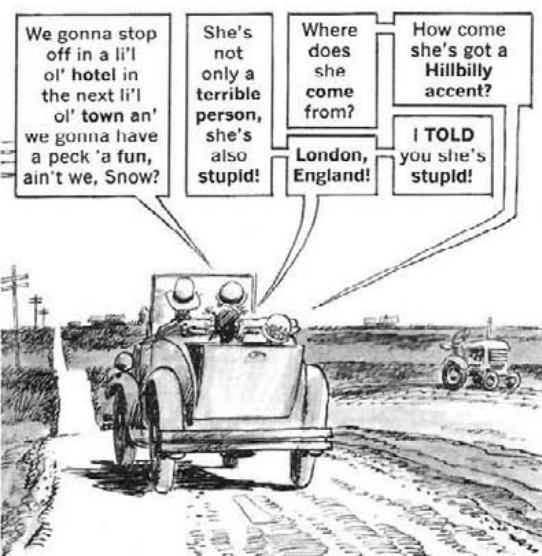
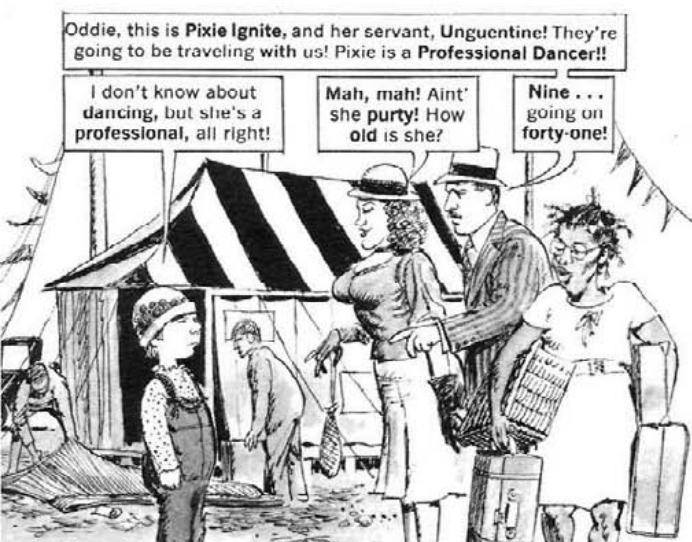
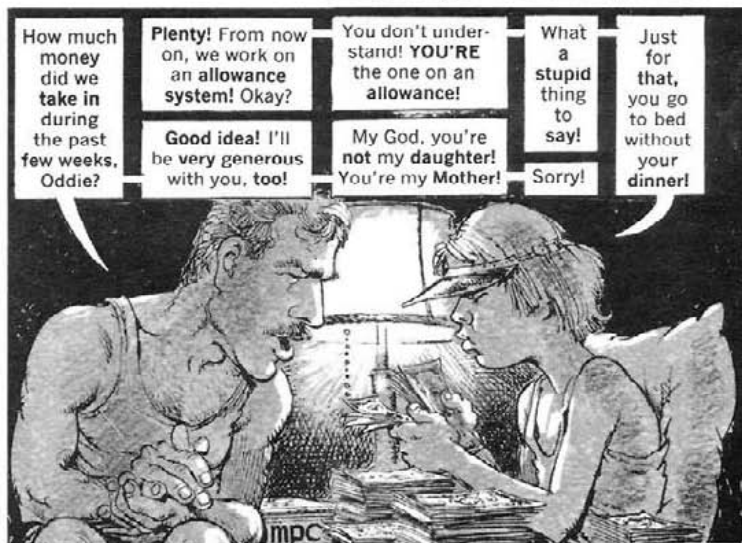
I didn't say he died! He's gone to the Great Beyond HOTEL in Funk, Missouri! He ran off with the town floozy! When he comes back, THAT's when he's gonna die!

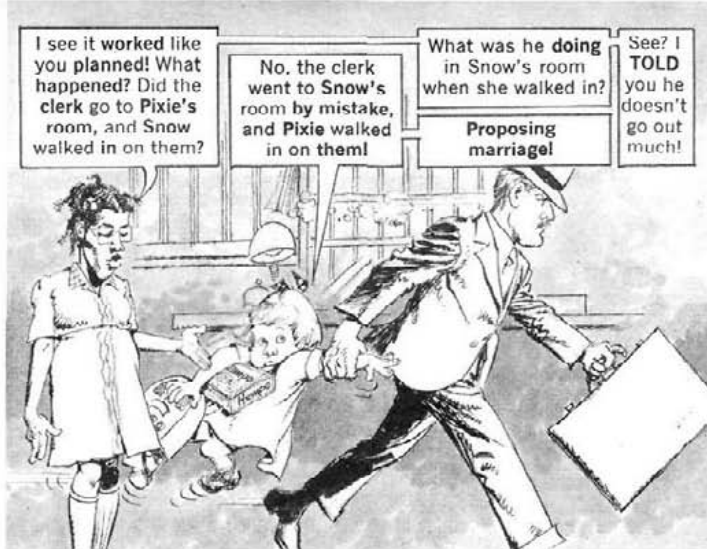
Oh, I'm terribly sorry! But, you see, before he died, he ordered this Bible...

Whoops! I think I got the wrong Paul Schmutz!











Take it, Snow! The cops will be here any second!

Okay, here's the \$600 I got for the booze, plus \$100 of my own! Where's the car?

Right here, pal!

Cripes! While I was stealing his booze, he was stealing my car! Nothing goes right for me! Nothing!

Y'see that bridge? Once we cross it, we're in Missouri, and that Sheriff can't touch us!

Well, things ain't so bad after all! How much money do we have left from our other capers?

I've still got \$800 in my cigar box . . . !

Hey, I've been meaning to ask you about that! You've been carrying that funny li'l cigar box around with you ever since we met! What else do you keep in it besides money?

Oh . . . just some clothes, some spare food, my underthings, my dirty laundry, a couple of old goldfish . . . You wanna see . . . ?

No, no! Please!!

**YEEHAW**



Hi, there, Miss! Er—what happened to him?

I don't know! I just opened my cigar box, he began screaming, "That smell! That smell!" . . . and then he passed out! I—I don't understand!

Well, I DO! Gag! So, just give me all your stolen money, and you can be on your way!



Aunt Millie? I brought you your niece, Oddie Bodkins . . . and good riddance!

Oddie! How wonderful to see you! You're going to stay here with me for the rest of your life, and have your own room, and eat good food, and live in comfort and security! And no more terrible people will ever bother you again!

I'd rather go with you, Snow!

You mean, you won't take it?



**I'LL TAKE IT!!**



But it's not fair! It's **MY ROOM!!** And after all . . . I'm your flesh and blood!

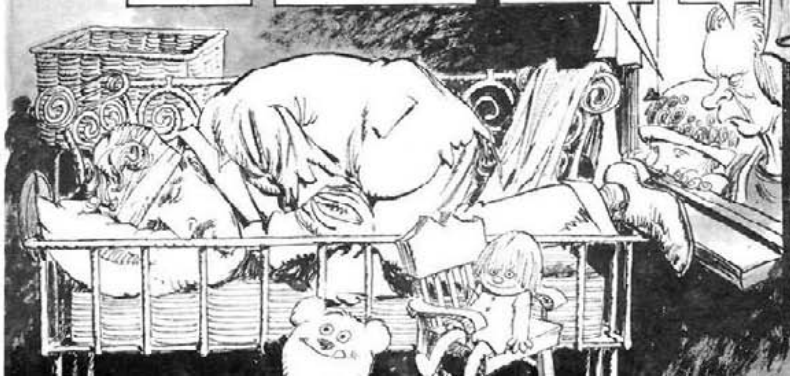
I know, dear! But he got there first! And besides, he needs it more than you! He's in very bad shape!

But where will I live?

Why don't you move into the haunted house on the corner?

Th-that house isn't haunted!

It will be . . . just as soon as **YOU** move in!





WE'VE COME UP WITH ANOTHER

**ECCH**

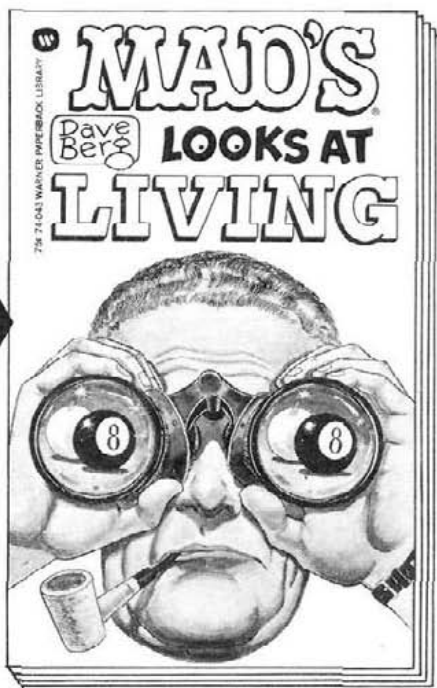
FOR YOUR  
**ECCH-MAS GIFT LIST!**

Mainly, this latest MAD Paperback Book!

GIVE ANY OR ALL SIXTY

**MAD**  
**PAPERBACK BOOKS**  
**FOR CHRISTMAS!**

(THEY'RE AN ECCH-CEPTIONAL VALUE!)



use coupon or duplicate

**MAD 485 MADison Avenue, New York, N. Y. 10022**

PLEASE SEND THE MAD PAPERBACK BOOKS I HAVE CHECKED BELOW TO:

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT ALONG WITH THEM BLAMING:

- |   |   |  |   |
|---|---|--|---|
| <input type="checkbox"/> The Bedside MAD        | <input type="checkbox"/> Boiling MAD          | <input type="checkbox"/> DON MARTIN Steps Out          | <input type="checkbox"/> 3rd MAD Dossier of SPY vs. SPY |
| <input type="checkbox"/> Son of MAD             | <input type="checkbox"/> Questionable MAD     | <input type="checkbox"/> DON MARTIN Bounces Back       | <input type="checkbox"/> A MAD Look at Old Movies       |
| <input type="checkbox"/> The Organization MAD   | <input type="checkbox"/> Howling MAD          | <input type="checkbox"/> DON MARTIN Bounces 13 Stories | <input type="checkbox"/> Return of MAD Old Movies       |
| <input type="checkbox"/> Like MAD               | <input type="checkbox"/> The Indigestible MAD | <input type="checkbox"/> MAD's Captain Klutz           | <input type="checkbox"/> MAD-VERTISING                  |
| <input type="checkbox"/> The Ides of MAD        | <input type="checkbox"/> Burning MAD          | <input type="checkbox"/> DON MARTIN Cooks              | <input type="checkbox"/> AL JAFFEE's Snappy Answers     |
| <input type="checkbox"/> Fighting MAD           | <input type="checkbox"/> Good 'n' MAD         | <input type="checkbox"/> DON MARTIN Comes On Strong    | <input type="checkbox"/> The MAD Book of Magic          |
| <input type="checkbox"/> The MAD Frontier       | <input type="checkbox"/> Hopping MAD          | <input type="checkbox"/> DON MARTIN Carries On         | <input type="checkbox"/> More AL JAFFEE Snappy Answers  |
| <input type="checkbox"/> MAD in Orbit           | <input type="checkbox"/> The Portable MAD     | <input type="checkbox"/> DAVE BERG Looks at the U.S.A. | <input type="checkbox"/> Aragon's "Viva MAD!"           |
| <input type="checkbox"/> The Voodoo MAD         | <input type="checkbox"/> MAD Power            | <input type="checkbox"/> DAVE BERG Looks at People     | <input type="checkbox"/> Aragon's MAD about MAD         |
| <input type="checkbox"/> Greasy MAD Stuff       | <input type="checkbox"/> The Dirty Old MAD    | <input type="checkbox"/> DAVE BERG Looks at Things     | <input type="checkbox"/> Aragon's MAD-ly Yours          |
| <input type="checkbox"/> Three Ring MAD         | <input type="checkbox"/> Polyunsaturated MAD  | <input type="checkbox"/> DAVE BERG Modern Thinking     | <input type="checkbox"/> MAD for Better or Verse        |
| <input type="checkbox"/> Self-Made MAD          | <input type="checkbox"/> The Recycled MAD     | <input type="checkbox"/> DAVE BERG Our Sick World      | <input type="checkbox"/> Sing Along With MAD            |
| <input type="checkbox"/> The MAD Sampler        | <input type="checkbox"/> The Non-Violent MAD  | <input type="checkbox"/> DAVE BERG Looks at Living     | <input type="checkbox"/> MAD About Sports               |
| <input type="checkbox"/> World, World, etc. MAD | <input type="checkbox"/> The Rip-Off MAD      | <input type="checkbox"/> The All-New SPY vs. SPY       | <input type="checkbox"/> MAD Word Power                 |
| <input type="checkbox"/> Raving MAD             | <input type="checkbox"/> The Token MAD        | <input type="checkbox"/> SPY vs. SPY Follow-Up File    | <input type="checkbox"/> MAD's Cradle to Grave Primer   |

On orders outside U.S.A. be sure to add 10% extra. Allow at least Eight weeks for delivery.

I ENCLOSE 75¢ FOR EACH  
(Minimum Order: 4 Books!)

We're not responsible for cash lost or stolen in the mails. Check or Money Order preferred!





**WHEN IS  
THERE  
NEVER A  
SHORTAGE  
OF GAS?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

The "Gas Shortage" controversy rages on. Some people said that last Summer would be terrible, while others predict that this Winter will be unbearable. But one thing's for sure! There's a certain time of year when the shortage of gas completely disappears! To find out when this occurs, fold in the page as shown at the right.



FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B) FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

**AMERICANS REGARD "GAS" AS A MOST  
ELEMENTARY NECESSITY. THUS, ANY ACTION  
THAT REDUCES THIS SUPPLY IS A CRIME**

A)

B)



# CHRISTMAS MORNING-1973

*Nothing this year!  
You've all been very  
bad boys! Santa*

NIXON

ERLICHMAN

HALDEMAN

DEAN

MITCHELL

COLSON

MAGRUD

PHOTOGRAPHER: IRVING SCHILD